

THE CASH BOX

VOLUME XVI

JANUARY 8, 1955

NUMBER 16



Dot Records is blazing with two smash hits. The Fontane Sisters have reached the hit category with "Hearts Of Stone" while Billy Vaughn with whom they are pictured here has a hit all his own in "Melody Of Love". To demonstrate what they mean, all four artists pose with a background of stone hearts. Billy, by the way, is not only an artist in his own right, but he is also a member of the Hilltoppers and in addition is musical director of Dot, in which capacity he made the arrangement for the Fontanes' disk.

AN OPEN LETTER TO RECORD DEALERS FROM . . .

EMANUEL (MANIE) SACKS

Vice President and General Manager
RCA Victor Record Division

The record business is at a crossroads.

No other industry, with the possible exception of color television, has its tremendous growth potential. And yet certain problems are inherent which threaten to block the path of wide and vigorous expansion.

We at RCA Victor have complete faith and confidence in you, our dealers. Because of this feeling we view with concern any factor that might serve to undermine or impair your business health. We feel that a daring and courageous program, emanating from us, can help improve conditions, cement closer relations and insure increased prosperity for you.

Accordingly, starting January 3, 1955, the Radio Corporation of America and its distributors are launching such a program. It is designed to:

1. Increase your volume by offering your customers more music for less money.
2. Increase your profit margin on traffic merchandise.
3. Place all dealers on a competitive basis.
4. Introduce a new and simplified price structure.
5. Streamline your operation.

To promote this plan widely and effectively, RCA Victor will, during 1955, present the greatest and most extensive advertising campaign in its history. Further, in an effort to increase dealer service and efficiency, we will also make available to you plans detailing the most complete store modernization program ever offered.

I feel that these new moves will not only represent an unprecedented opportunity for business improvement, but will also enable you to instill in your operation greater vigor, enthusiasm and progress.

I extend to all of you at the beginning of this, the New Year, warm and cordial good wishes and hope that you may experience a healthful and prosperous 1955.

Manie Sacks



FOUNDED BY BILL GERSH

The Cash Box

Volume XVI Number 16

January 8, 1955

Publishers
BILL GERSH JOE ORLECK

The Cash Box Publishing Co., Inc.

26 West 47th Street, New York 36, N. Y.

(All Phones: JUdson 6-2640)

JOE ORLECK

CHICAGO OFFICE

32 West Randolph St., Chicago 1, Ill.

(All Phones: DEarborn 2-0045)

BILL GERSH
Karyl Long

HOLLYWOOD OFFICE

6272 Sunset Blvd., Hollywood, Cal.

(Phone: HOLlywood 5-1702)

CARL TAFT

NASHVILLE OFFICE

804 Church St., Nashville, Tenn.

(Phone: NASHville 5-7028)

CHARLIE LAMB

BOSTON OFFICE

137 Sutherland Rd., Boston, Mass.

(Phone: BEacon 2-7396)

GUY LIVINGSTON

LONDON OFFICE

17 Hilltop, London, N.W., England

MARCEL STELLMAN

EXECUTIVE STAFF

JOE ORLECK, Advertising Director
BOB AUSTIN, General Mgr., Music Dept.

SID PARNES, Editor-In-Chief

NORMAN ORLECK, Associate Editor

MARTY OSTROW, Associate Editor

IRA HOWARD, Associate Editor

A. MARINO, Office Manager

T. TORTOSA, Circulation

POPSIE, Staff Photographer

BRUNO DUTKOWSKY, Art Director

ADVERTISING RATES on request. All advertising closes Friday at 12 Noon preceding week of issue. Advertisements subject to approval of publishers.

SUBSCRIPTION RATES \$15 per year anywhere in the U.S.A. Special listing for jobbers and distributors at \$48 per year includes 40 word classified advertisement each week for an entire year (52 weeks) plus the full year's subscription free of charge. Airmail, First Class, as well as Special Delivery subscription rates on request. Subscription rates for all foreign countries on request.

THE CASH BOX covers the entire music industry, ranging from retail record and music stores to disk jockeys, music publishers, recording artists, record manufacturers, music composers and arrangers, radio and TV stations, and all others allied to the music industry throughout the world.

THE CASH BOX covers the entire coin machine industry all over the world. Operators, jobbers, distributors, manufacturers and suppliers of automatic music, vending, service and amusement machines are covered.

THE CASH BOX coverage extends to finance firms, loan organizations, factors, banks, and other financial institutions, expressly interested in the financing of coin machines of all kinds.

"THE CASH BOX PRICE LISTS" (a combination of The Cash Box' former 'Confidential Price Lists' and The Cash Box' former 'C. M. I. [Coin Machines Industry] Blue Book') are the one and only officially recognized price quotation guide for all new and used machines in the United States and all over the world where American made machines are used. "The Cash Box Price Lists" are an exclusive and copyrighted feature of The Cash Box. "The Cash Box Price Lists" are recognized officially by cities and states throughout the country as the "official price book of the coin machines industry." "The Cash Box Price Lists" are officially used in the settlement of estates, for buying, selling or trading of all types of coin operated equipment and are also officially recognized for taxation purposes. "The Cash Box Price Lists" are used by finance firms, factors, loan companies, bankers, and all other financial institutions to guide them in the making of loans to members of the coin machines industry. "The Cash Box Price Lists" have been legally recognized in courts in the United States, Canada, and many foreign countries. Entire business transactions and legal cases are based upon the quotations appearing in "The Cash Box Price Lists."

Copyright under the International Copyright Convention. All rights reserved by the Pan American Copyright Convention. Copyright 1955 by The Cash Box Publishing Co., Inc.

Lower Prices For Records:

WHAT DOES IT MEAN?

The long awaited move to change the price structure of the record industry took place this week. RCA Victor announced a new lower price set-up for albums.

What does this mean for the record industry?

First of all it has every other record firm pondering its own price structure. There seems little doubt that most other diskeries will in some manner have to readjust prices to compete in the record market. It is likely also that some marginal firms, which only concentrate on LPs and do not have pop singles to fall back on, may be priced out of the business.

As for dealers, although it means a loss on the value of current inventory, increased future sales should more than make up for that loss. For dealers also there lies the possibility of being able to compete on more equal terms with cut rate record stores. The difference in price between cut rate stores and list price dealers cannot possibly be as pronounced. And it is the assumption of RCA Victor in inaugurating this change that the difference will be so small that most record buyers will find that shopping at their local dealer will more than make up in convenience the few pennies extra they will have to pay.

Essentially, what this price change can accomplish—after a period of adjustment

—is the creation of a greater stability throughout the entire record business. For what this really does is recognize officially what has been the unofficially accepted price structure of the record industry for some time. \$5.95 records have for years been available for 33 1/3 off, which approximates the \$3.98 which Victor proposes to sell them for now. The difference is that a dealer's profit will henceforth be based on that price rather than the higher price which left him unable to compete with cut rate establishments.

This should mean greater profit for the dealer, a greater interest in establishing new record businesses and expanding existing ones, and a greater amount of money left to retailers for promotion, advertising and improved selling techniques. This, combined with the effect on the public of the announcement of the lower prices, should serve to increase buying potential to figures which the record industry may very well view as phenomenal.

It won't all be easy however. Many record firms, as well as distributors and dealers, may face a trying period of readjustment.

However, if Victor's hopes for this move are fulfilled, it should mean such a greatly expanded record business, that the benefits should be shared by every firm and everyone in the entire industry.



**PLATTER
SPINNER
PATTER**

ALL ABOUT DISK JOCKEYS

**THE TEN RECORDS
DISK JOCKEYS PLAYED MOST THIS WEEK
PLUS THE NEXT FIVE**

A SUMMARY OF REPORTS RECEIVED FROM THE NATION'S DISC JOCKEYS

- | | |
|---|-----------------------------|
| 1. LET ME GO, LOVER | Joan Weber (Columbia) |
| | Teresa Brewer (Coral) |
| | Patti Page (Mercury) |
| 2. MR. SANDMAN | Chordettes (Cadence) |
| | Four Aces (Decca) |
| 3. THE NAUGHTY LADY OF SHADY LANE | Ames Brothers (RCA Victor) |
| | Archie Bleyer (Cadence) |
| 4. TEACH ME TONIGHT | DeCastro Sisters (Abbott) |
| 5. MAKE YOURSELF COMFORT-ABLE | Sarah Vaughan (Mercury) |
| 6. HEARTS OF STONE | Fontane Sisters (Dot) |
| 7. NO MORE | DeJohn Sisters (Epic) |
| 8. COUNT YOUR BLESSINGS | Eddie Fisher (RCA Victor) |
| 9. THAT'S ALL I WANT FROM YOU | Jaye P. Morgan (RCA Victor) |
| 10. I NEED YOU NOW | Eddie Fisher (RCA Victor) |
| 11) MELODY OF LOVE. 12) DIM, DIM THE LIGHTS. 13) HOME FOR THE HOLIDAYS. 14) HOLD MY HAND. 15) PAPA LOVES MAMBO. | |



HAPPY NEW YEAR from M-G-M

All Star Deluxe Sound Track Album

DEEP IN MY HEART

Jose Ferrer	Helen Traubel	Rosemary Clooney
Gene & Fred Kelly	Jane Powell	Vic Damone
Ann Miller	Howard Keel	Tony Martin
	William Olvis	

E3153 LP • X276 EP • MGM 276 (78)

JONI JAMES

Sings

WHEN WE COME OF AGE

and

EVERY TIME YOU TELL ME YOU LOVE ME

MGM 11865 78 rpm • K11865 45 rpm

Original Recitation Version

MELODY OF LOVE

(WHY DO I LOVE YOU) b/w TOUCHING SHOULDERS

as read by

Franklyn MacCormack

MGM 11908 78 rpm
K11908 45 rpm

Lots of changes reported in the mails for the 1955 schedule. Brad Lacey moves from Nashville to WMYR-Fort Myers, Fla. . . Dick Lawrence has been named to WWDC's announcing staff and Norman Baum becomes WWDC's assistant program director. Lawrence was previously assistant program director and Baum was formerly Music Librarian until he went into the service. . . After five years Les Sand is back at his old stand, WWDC's all night show. Sand takes over "Night Train" which will henceforth be known as the "One To Six Show." Les says that during his five year absence from WWDC he has become cultured. "I've learned to read and tell time," he said proudly. . . Jerry Nesler, who was our Hawaii correspondent, now at KCBQ-San Diego, Calif. . . Alden Wilson has taken over "Spinning with Baer" at KRSD-Rapid City, S. Dak. Show will be called "Nightmare." Wilson would like all diskeries to continue sending latest waxings as they had been doing for Baer. . . Clay Eager has joined Paul Kallinger on XERF-Del Rio, Texas. Clay will share the all-night DJ chores. . . Bruce Vanderhoof has switched from KDYL-Salt Lake City to KING-Seattle, Washington. . . Paul Coburn, KNAK-Salt Lake City, is moving to KOL-Seattle, where he will have six hours a day, six days a week. . . Hub Warner and Dave Dodd are the managers of KORT-Grangeville, Idaho.



STAN PAT (WTTM—Trenton, N. J.)

Pic of the week—Stan Pat (WTTM-Trenton, N. J.) Stan has been doing wonderfully well with his "Take The A Train Show." His time now covers 9:45 to 12:00 midnight. Stan's a favorite with the students of all the local high schools. . . Shel Horton (WVAM-WKMC-Saxton, Penna.) recently made a plea for funds for a brother and sister who were polio victims. Listeners jammed the wires. They were given a radio, teevie set and cash for the bank. Just three announcements within the space of an hour did it. . . New Year greetings from Gene Stuart (WABC-New York). . . Ed Robbins (WKNB-West Hartford, Conn.) writes to tell us he programs his "Tops in Pops" show directly from The Cash Box charts. . . Ditto Jim Creed, program director of KOGA-Ogallala, Nebraska, who says, "The Cash Box has been my right arm through the years that I have been spinning records."

Dick Doty (WHAM-Rochester, N. Y.) sends the story of his transition from newsmen to disc jockey. Very interesting. There's a U. S. Airman who picks up Dick's "Merry Go Round" show after it's off the air—timewise, that is. The airman gets it every night at 0445 a.m., but the program goes off the air at 1 a.m. It is received in Casablanca, North Africa and when it is 0445 there it is 11:45 p.m. in Rochester. . . Johnny Murray, Bob McKee, Hank Morgan, Bob Watson and Bob Corley, established WQXI-Atlanta DJs, now heavily featured on WQXI-TV. . . Zooming audience reaction with corresponding increases in ratings as well as a phenomenal sales response to advertisers' messages on the "It's A Woman's World" program featuring Dick DeFreitas and Aime Gauvin on WMGM-New York has prompted the program department to increase the 60 minute program featuring music and facts for milady to 90 minutes daily, Monday through Saturday, effective December 27.

<p>LEROY HOLMES</p> <p>TARA'S THEME</p> <p>and JAMIE</p> <p>MGM 11854 78 rpm • K 11854 45 rpm</p>	<p>DICK HYMAN TRIO</p> <p>I'VE GOT MY LOVE TO KEEP ME WARM</p> <p>JEALOUS</p> <p>MGM 11889 78 rpm K 11889 45 rpm</p>
<p>JERRY (Fish Horn) JEROME</p> <p>GOOFUS SLEEPY TIME GAL</p> <p>MGM 11890 78 rpm • K 11890 45 rpm</p>	<p>AL VINO</p> <p>COME BACK BU-TAN-TAN</p> <p>MGM 11894 78 rpm • K 11894 45 rpm</p>
<p>TED WEEMS and his Orchestra</p> <p>FUNNIEST FEELIN' ROSE ROOM</p> <p>MGM 11892 78 rpm • K 11892 45 rpm</p>	<p>ROGER ROGER and his Orchestra</p> <p>THRILLING SMALL TALK</p> <p>MGM 30866 78 rpm • K 30866 45 rpm</p>
<p>RAY HANEY</p> <p>MY SON, MY SON THAT LITTLE BOY OF MINE</p> <p>MGM 11891 78 rpm • K 11891 45 rpm</p>	<p>JESSE ROGERS (Ranger Joe)</p> <p>I GOTTA LOVE JUST LIKE I LOVE I NEVER KNEW I NEED YOU (TILL NOW)</p> <p>MGM 11884 78 rpm K 11884 45 rpm</p>

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE. NEW YORK 10 N.Y.

RECORD REVIEWS

A DISK & SLEEPER	C GOOD
B EXCELLENT	C FAIR
B VERY GOOD	D MEDIOCRE

THE LANCERS

(Coral 61332; 9-61332)

B "OPEN UP YOUR HEART" [Hamblen BMI—Hamblen] The Lancers come up with a smooth interpretation of a pretty bouncer that's making plenty of noise all over the country. Has a semi-religious flavor.

B "TWEEDLE DEE" [Progressive BMI—Scott] The boys show their versatility as they belt out a current rhythm and blues hit. Socko interpretation that should draw loads of coin.

MICKI MARLO

(Capitol 3016; F-3016)

B+ "DON'T GO, DON'T GO, DON'T GO" (1:57) [Jose Ferrer BMI—Reid, Jay, Albert] Micki Marlo comes up with one of her best sides to date in this clever jumper. Dick Reynolds' ork and a chorus assist. Real commercial deck that could make the hit grade. Micki could make it with this one.

B "CAN YOU" (3:00) [Leeds ASCAP—Baum, Kaye, Goldsborough] The thrush does a pretty job on a sentimental romantic ballad. Excellent coupling. Lovely delivery. Two powerful performances.

AL CASTELLANOS ORCH.

(Cardi-Gras 1004; 1004 x 45)

B "MERENGUE #28" (2:13) [Al Jean BMI—Castellanos] Al Castellanos leads the ork and handles the vocal on this exciting Merengue item. Commercial material. Merengue is the new dance fad that's receiving recognition.

B "THE SPEAK UP MAMBO" (2:33) [Al Jean BMI—Castellanos] The boys belt out some terrific mambo stuff on this side. Great beat. Spanish vocal too. Harmony at mid point is rocking.

EDDIE ALBERT

(Kapp 108; 45-108)

C+ "I'M IN FAVOR OF FRIENDSHIP" [—Hilliard, Mann] Movie-TV star Eddie Albert bounces through a happy ditty about friendship as a chorus and ork assist. Cute tune.

B "COME PRETTY LITTLE GIRL" [—Shepard-Ljung] This end is a pretty waltz number with a few cute gimmicks that should appeal to the listener. Eddie is singing to his little girl. Very different.

TRIO MELODICO

(Real 211; 45-211)

C+ "AMO A PARIS" (2:42) [—Cole Porter] Aided by Las Ties Sirenas, the Trio Melodico offers a pretty Spanish and English vocal rendition of the beautiful Cole Porter tune "I Love Paris." Interesting harmony.

C "TE LO JUROYO" (3:00) [—De Leon, Quiroga] The Trio fashions a pretty Spanish number on this end as the ork accompanies. Ok deck. Good for the proper locations.

THE CASH BOX

DISK OF THE WEEK

"SONG IN BLUE" (2:15)

[Iris-Trojan BMI—Paul, Ford, Ryland]

"SOMEDAY SWEETHEART" (2:55)

[George Simon ASCAP—Spikes, Spikes]

LES PAUL & MARY FORD

(Capitol 3015; F-3015)



LES PAUL & MARY FORD

● Les Paul and Mary Ford have some tremendous material to work

with as they head into the new year with two sides that show a great deal of promise. "Song In Blue" is a fast moving ballad that reminds this listener of the team's classic "How High The Moon." It's an exciting number and the contrast of Mary's soft, warm voice set against the fleet fingered guitar work of Les, is a pleasure to the ears. Great multiple track performance by the hubby-wife team. Les takes a solo run on the coupling, a light and catchy rendition of a wonderful oldie labeled "Some-day Sweetheart." Easy going thing that could stick around for a long, long time. Top half should hit first.

JACK HASKELL

(Thunderbird 19552; 45-19552)

B+ "I REMEMBER MAMBO" (2:32) [Ted Rosen BMI—Krasnor, Ramin, Rosen, Share] The Thunderbird label makes an impressive debut with a strong performance on a mambo novelty by TV song star Jack Haskell. Chorus assists.

B "WHO CAN SAY?" (2:22) [Ted Rosen BMI—Krasnor, Ramin, Rosen, Share] Sid Ramin's ork and the Ray Charles Singers again support Jack on this pretty romantic ballad. Good tune well performed.

ELLIE RUSSELL

(Bell 1076; 45-1076)

C+ "ST. LOUIS BLUES MAMBO" (2:54) [Handy Bros ASCAP—Handy] Assisted by a big Sy Oliver orking, Ellie Russell belts out a big standard to a mambo tempo. Exciting deck.

C "MAMBO ITALIANO" (2:21) [Rylan ASCAP—Merrill] The chirp gives her all for this novelty. Lively side. Song is one of the tops in country.

ETHEL MERMAN & DAN DAILEY

(Decca 29379; 9-29379)

B "THERE'S NO BUSINESS LIKE SHOW BUSINESS" (2:28) [Berlin ASCAP—Berlin] From the big movie musical "Show-Biz" comes this sound track production of the title tune as presented by Ethel Merman. Big job.

B "PLAY A SIMPLE MELODY" (2:08) [Berlin ASCAP—Berlin] Also from the flick is this treatment of a great Berlin oldie by Dan Dailey and Ethel Merman. Cute presentation. Pic will help push both sides.

JO STAFFORD & FRANKIE LAINE

(Columbia 40401; 4-40401)

B+ "BACK WHERE I BELONG" (2:18) [E. H. Morris ASCAP—Copeland, Greene] Frankie Laine and Jo Stafford team their talents on a good jumper that's loaded with zest. Real good cornball item.

B "HIGH SOCIETY" (2:10) [Leeds ASCAP—Swan, Copeland, Greene] Paul Weston sets up another fine backing for the singers on this vaudeville type number. Cute novelty.

LEONA ANDERSON

(Columbia 40403; 4-40403)

C+ "THE MAMA DOLL SONG" (2:25) [Lear ASCAP—Tobias, Anderson] Here's a disk that the jockeys will have a field day with. Leona Anderson offers a comedy voice rendition of a recently popular song. Sounds very funny.

C+ "I'M A FOOL TO CARE" (2:08) [Peer Int. BMI—Daffan] On this side, the artist performs, in the same fashion, another recent pop success.

VICTOR YOUNG ORCH.

(Decca 29387; 9-29387)

B "CEREZO ROSA" (2:30) [Chappell ASCAP—Louiguy, Leonardi] Victor Young and his ork present a beautiful tango melody which will be performed in the coming Jane Russell pic "Under Water." Lovely job.

C+ "YOU, MY LOVE" (2:59) [Marabelle ASCAP—Van Heusen] Another lovely movie tune, this one from "Young At Heart," is offered by the singing strings of Victor Young. Great mood music.

SALMAS BROTHERS

(Epic 9087; 5-9087)

C+ "(OH, MY HONEY WON'T YOU) PROMISE" (2:07) [Ample BMI—Dixon, Ross] The Salmas Brothers offer a shuffle rhythm item in pleasant fashion. OK release.

C+ "WRITE ME BABY" (2:45) [Criterion ASCAP—Huddleston, Colby] This side is a pleasing bouncer capably handled by the group.

THE TATTLE TALES

(Columbia 40393; 4-40393)

B "I'LL NEVER SMILE AGAIN" (2:24) [Pickwick ASCAP—Lowe] The Tattle Tales come through with a beautiful vocal interpretation of a wonderful oldie. Warm, echoey delivery that comes over well.

C+ "NO! NOT A SINGLE REGRET" (2:07) [Shapiro-Bernstein ASCAP—Glazer, Wood] This side is a cute bouncer smoothly handled by the group.

JUAN GARCIA ESQUIVEL

(RCA Victor 20-5969; 47-5969)

B "BESAME MUCHO" (2:48) [Peer Int. BMI—Velazquez] Juan Garcia Esquivel and his Sonorama orchestra present a beautiful sounding version of the evergreen Latin favorite "Besame Mucho." Terrific arrangement. Jumps too. Group vocal.

B "VEREDA TROPICAL" (2:5') [Peer Int. BMI—Curiel] On this end, Esquivel creates a tropical atmosphere with gimmicks. You even hear crickets at start. Unique type of sound and band. Sounds pop and is Spanish. Band has big possibilities. A new form of jazz in Spanish. Great stuff.

THE CASH BOX

BEST BETS

In the opinion of The Cash Box music staff, records listed below, in addition to the "Disk" and "Sleeper" Of The Week, are those most likely to achieve popularity.

- ★ "DON'T GO, DON'T GO, DON'T GO" Micki Marlo Capitol 3016; F-3016
- ★ "BACK WHERE I BELONG" Jo Stafford & Frankie Laine Columbia 40401; 4-40401

THE CASH BOX



POPULAR

LAVALLE AT WORK—RCA Victor LPM-1026—(1-12" LP) List: \$3.95
 THE U. S. AIR FORCE; UNITED STATES OVERTURE; MALAGUENA; LAND OF OUR FATHERS; HORNS A-PLENTY; IL GUARANY OVERTURE; THE BULLFROG AND THE ROBIN; DWIGHT D. EISENHOWER MARCH.
 An unusual recording featuring the conducting of Paul Lavallo and the Cities Service Band of America. Lavallo introduces some of the pieces with informative commentary. Opening work is a tribute to the U. S. Air Force, written by Lavallo and in which he employs background sound effects as the thundering roar of the B-36 and B-52 long range bombers in flight, the eerie whistle of the supersonic jet fighters as they take off and the clap of thunder as they break through the sound barrier. Lavallo also narrates the Bull Frog and The Robin. The Bull Frog played by the bassoon and the Robin by the piccolo. This work is also a Lavallo original. A most interesting album that should please the curious of all ages. The latter comment should not be interpreted to mean that it lacks in musical quality. It definitely does not. The album is loaded with musical enjoyment.

"BETTY MADIGAN SINGS"—Jay Dee EP #210 (45 rpm EP) List: \$1.50
 EVERYONE NEEDS SOMEONE; BLUE FOG; INVESTIGATIN' PAPA; LET THAT BE A LESSON TO YOU.
 Here is Betty Madigan B. J. (before "Joey"). Jay Dee offers four tunes that the thrush recorded in Washington, D. C., her home town, prior to her rise to national prominence. The songstress doesn't get the big string backing she's been getting on her MGM disks, nevertheless, the record gives the Madigan fan an inside view of Betty in the earlier days. Four sides were waxed in 1951. Her many fans will enjoy this.

"CHARLESTON"—Played by the original Varsity Draggers—Rainbow EP 610 (45 rpm EP) List: \$1.50
 CHARLESTON; VARSITY DRAG; BLACK BOTTOM; YES SIR, THAT'S MY BABY.
 The original Varsity from the 20's. Real pleasing cornball deck that'll attract a healthy sale. Good item for a party.

CLASSICAL

"WAGNERIAN TRANSCRIPTIONS FOR ORGAN" Vol. 1. Richard Ellsasser—MGM Records E-3126 (1-12" LP) List \$4.85
 PRELUDE AND LIEBSTOD FROM "TRISTAN AND ISOLDE"; SIEGFRIED IDYLL
 Richard Ellsasser displays his organ virtuosity in the first of what will obviously be a series of Wagnerian Transcriptions for the organ. Chosen for this release are the Prelude and Liebstod from "Tristan and Isolde" and the lovely "Siegfried Idyll." An ambitious work that will find its market limited to buyers who prefer organ arrangements.

JAZZ

MARY LOU—EmArcy Records MG 26033—(1-10" LP) List: \$3.85
 BETWEEN THE DEVIL AND THE DEEP BLUE SEA; THERE'S A SMALL HOTEL; EN CE TEMPS-LA; LOVER; CARIOCA; NICOLE; TIRE, TIRE L'AIGUILLE; AUTUMN IN NEW YORK.
 The "Mary Lou" of the title is Mary Lou Williams, and anyone even slightly familiar with the jazz field will need no further identification. Mary Lou has been playing some of the finest jazz piano for more than thirty years and her keyboard work is still fresh, appealing and wonderful. Selections for this disk are bright, brisk and dreaming, but never overpowering. Well worth the price.

DIXIELAND CLASSICS—Vol. 1 and Vol. 2—Phil Napoleon's Emperors of Jazz—EmArcy MG 26008-9 (1-10" LP each) List: \$3.85 each
 EmArcy offers two fine Dixieland albums performed by Phil Napoleon's Emperors of Jazz. The Emperors are a solid group consisting of Frank Signorelli, Lou McGarrity, Tony Spargo, Felix Globe, Joe Dixon and Chuck Wayne in addition to Napoleon. Such standards as "Sister Kate," "South Rampart Street Parade," "Livery Stable Blues," "Tiger Rag," "Muskrat Ramble" are included among the 16 tunes played on the two releases. For Dixieland lovers, both albums are in the proper groove, preserving good musicianship and authentic flavor.

SPECIAL

"LADY IN THE DARK" presented on NBC television by Max Liebman and starring ANN SOTHERN—Lyrics by Ira Gershwin, Music by Kurt Weill—RCA Victor LM-1882 (12" LP) List: \$3.95
 Formerly one of Broadway's top musicals, "Lady In The Dark" presented on NBC television earlier this season, was also one of Max Liebman's biggest and best spectacles. The book by Moss Hart, the music by Kurt Weill and the lyrics by Ira Gershwin are yet today one of the musical stage's great creative works. Here Ann Sothern assisted by Carleton Carpenter and a tremendous cast, present the television version. Lovely package that should appeal to the many who saw the play in its original form many years ago, and to the millions who saw it on TV.

"MIKE HAMMER"—Mickey Spillane's—VL 3501—(1-10" LP)
 Mike Hammer has captured book, TV and radio audiences, the movies, and now he vies for record loot. The dramatic background music is written by Stan Purdy and performed by Purdy and his orchestra. The story is an original written and told by Mickey Spillane with Betty Ackerman acting the fem role. There is everything that the public associates with Mike Hammer—passion and violence. Coming out of a record the story and acting sounds like a burlesque of a mystery drama. Sale will be restricted to the curious and the dyed-in-the-wool mystery fans.

Top 10 Best Selling Pop Albums

1. THE STUDENT PRINCE. Mario Lanza (RCA Victor LM 1837; ERB 1837)
2. WHITE CHRISTMAS . . . Bing Crosby, Danny Kaye and Peggy Lee (Decca DL-8083; ED-819)
3. MUSIC, MARTINIS AND MEMORIES . . . Jackie Gleason (Capitol W 509; EAP 1, 2, 3, 4-309)
4. MUSIC FOR LOVERS ONLY . . . Jackie Gleason (Capitol H 352; EBF 352)
5. A STAR IS BORN . . . Judy Garland (Columbia BL 1021; BA 1021)
6. MERRY CHRISTMAS . . . Bing Crosby (Decca DL 5019; ED-547)
7. SEVEN BRIDES FOR SEVEN BROTHERS . . . Original Cast (MGM E 244; X 244)
8. SELECTIONS FROM THE GLENN MILLER STORY . . . Glenn Miller (RCA Victor LPT 3057; EPBT 3057)
9. MUSIC OF CHRISTMAS . . . Percy Faith (Columbia CL 588; B 453)
10. GLENN MILLER LTD. EDITION, II . . . Glenn Miller (RCA Victor LPT 6701; EPOT 6701)
10. CHRISTMAS CAROLS . . . Mantovani (London LL 913; BET A5)

On Tour



CHICAGO—Winding up a tour of ballrooms and theaters are The Crew Cuts, Ralph Marterie and Lola Dee, pictured above in Chicago. All three are on Mercury Records. They've all gone their separate ways now, with Marterie on a string of one-nighters and The Crew Cuts playing the Casino Theater in Toronto, their home town.

Georgia's Got A Smash!
"TWEEDLE DEE"
 GEORGIA GIBBS
 Mercury 70517

DECCA
 Records
 Get The
 Play

from the 20th Century-Fox CinemaScope
 Production "WOMAN'S WORLD"

**IT'S A
 WOMAN'S
 WORLD**

ROBBINS MUSIC CORPORATION

BREAKING FASTER THAN "GEE"
"BABY DOLL"
 THE CROWS
 RAMA 50

220 W. 42nd St., New York, N. Y.

RECORD REVIEWS

ⓄⓂ DISK & SLEEPER	ⓄⓂ GOOD
ⓄⓂ EXCELLENT	ⓄⓂ FAIR
ⓄⓂ VERY GOOD	ⓄⓂ MEDIOCRE

JANA MASON

(Decca 29358, 9-29358)

Ⓞ+ "THE BOLD BLACK KNIGHT" (2:56) [Box & Cox ASCAP—Maguire, Hayes] Jana Mason sings the title tune of a Columbia pic. Vic Shoen's ork accompanies. Chorus assists the pert voiced thrush.

Ⓞ "I DON'T COST VERY MUCH" (2:42) [Hill & Range BMI—Dorsey] The songstress wends her way through a slow religious item on this side. Has much of that spiritual flavor.

FRITZ BECHTEL ORCH.

(Decca 29386; 9-29386)

Ⓞ+ "DADDY'S FAVORITE WALTZ" (2:15) [J. L. Meyer BMI—Meyer] A lovely Polish flavored waltz is presented colorfully by the Fritz Bechtel Orch.

Ⓞ+ "PHILLIP'S POLKA" (2:08) [Champion BMI—Bechtel, Muth, Boeck] This end features the crew on a lively polka ditty, also with that European flavor.

PEE WEE HUNT

(Capitol 3004; F-3004)

Ⓞ+ "A ROOM IN BLOOMSBURY" (2:23) [Chappell ASCAP—Wilson] From the Broadway musical "The Boy Friend" comes this light and inviting instrumental ditty capably handled by Pee Wee Hunt and his crew.

Ⓞ "IT'S NEVER TOO LATE TO FALL IN LOVE" (2:29) [Chappell ASCAP—Wilson] The Hunt crew bounces through another lively ditty from the same show. Cute sound.

LOS CHAVALS DE ESPANA

(RCA Victor 20-5941; 47-5941)

Ⓞ "IN OLD LISBON" (3:08) [Peer Int'l BMI—Galhardo, Do Valle, Portela] Los Chavales De Espana present a pretty ballad as Luis Tamayo dishes up the vocal. Ok side.

Ⓞ+ "OLE MATADOR" (3:05) [Peer Int. ASCAP—Kalt, Hutchins] Pepe Lara takes on the vocal chores on this pleasing ballad about a matador.

BOB LEON

(Treasure Tone 2582)

Ⓞ "CUCKOO! CUCKOO!" [—Alan Post] While supported by the Janice Luce Trio, Bob Leon dishes up a shuffle rhythm novelty. Cute ditty.

Ⓞ "BING, BANG, BOOM" [—Alan Post] Here the vocalist gets an assist from the same trio on another ok bouncer. Both sides are weak.

THE CASE BOX

SLEEPER OF THE WEEK

"THE BIRTH OF THE BLUES" (3:15)
[Harms ASCAP—Henderson, DeSylva, Brown]

"LOVE (Your Magic Spell Is Everywhere)" (2:08)
[Bourne ASCAP—Goulding, Janis]

SAMMY DAVIS, JR.
(Decca 29393; 9-29393)



SAMMY DAVIS, JR.

● A few weeks ago, when *The Cash Box* completed its 9th annual poll of the juke box operators, Sammy Davis topped the list of the

most promising new male vocalists. And from the sound of his first '55 release, Sammy has all intentions of living up to these expectations. One side is a tremendous production arrangement of one of the biggest of all standards, "The Birth Of The Blues." It's a great job that builds to a wild finish. Should hit in a big way. Coupling is an equally beautiful waxing. It's another oldie tagged "Love, Your Magic Spell Is Everywhere." Sammy is great on both sides altho we give a very slight edge going to the "Blues."

"MALAGUENA" (3:08) [E. B. Marks BMI—Lecuna, Siegal]
"MAMBO FROM CHILE" (2:46) [Copar BMI—Niessen, Gaze]

CATERINA VALENTE
(Decca 29394; 9-29394)

● Decca puts its best foot forward for the new year with a tremendous sleeper that could with very little effort, sail right up to the top of the lists. It's a fascinating recording of the ever popular "Malaguena." The record is a German recording, waxed originally by Deutsche Grammaphon. Handling the German vocal is a great new songstress called Caterina

Valente. She has a brilliant sound, and a polished style that stirs the listener even though the lyrics are not understood. But the amazing thing about this disk is the backing by the RIAS Orchestra. Sounds like the group is made up of a million strings. Sounds as though you have a hi-fi set when you spin this disk. Flip is "Mambo From Chile." You just gotta hear "Malaguena."

"TO SAY YOU'RE MINE" (2:00)
[Dandelion BMI—Shore, Grover, Solis]
"I'M BEWILDERED" (2:50) [Dandelion BMI—Dell, Daniels]

THE DeCASTRO SISTERS
(Abbott 3002; 3002-45)



DeCASTRO SISTERS

● The DeCastro Sisters skyrocketed into national prominence with a classy recording dubbed "Teach Me Tonight" which is currently

riding high atop the lists. At the same time, the Abbott Record label was established as a pop company. Now the diskery offers a follow-up platter by the trio that has two potent sides that deserve watching. One side is a punch-packed jumper titled "To Say You're Mine." It's a full arrangement that permits the girls to show their wares. The DeCastros have an exciting harmony that really sells this tune. Keep a close tab on it. Flip is a beautiful ballad with an inviting melody and goes under the title "I'm Bewildered." Great coupling for maximum juke play and top counter sales.

BOB FARRALL

(Odeum 210)

Ⓞ+ "PAPA TANZT MAMBO" [—Hoffman, Manning, Reichner] Bob Farrall gets a big orking as he offers a German lyric version of one of today's top hits. Good for only certain locations.

Ⓞ "RUMBA RICO" [—Garzrolli] The Barbarina Dance Orchestra works alone on this side and comes across with some pleasant rumba material.

CAESAR PETRILLO ORCH.

(Mercury 70522; 70522 x 45)

Ⓞ "WHEN I GROW TOO OLD TO DREAM" [Robbins ASCAP—Romberg] This beautiful oldie currently being featured in the Romberg film "Deep In My Heart" is softly and warmly performed by Caesar Petrillo and his ork. Lovely.

Ⓞ "DRIFTING AND DREAMING" [Burke & Van Heusen ASCAP—] Here the smooth ork renders another pretty romantic melody. Good mood music.

GRADY MARTIN

(Decca 29328; 9-29328)

Ⓞ+ "WHAT'S THE USE" (2:38) [Leo Feist ASCAP—Jones, Newman] Grady Martin leads his Slew Foot Five through a cute bouncer with a shuffle beat. Inviting side. Pleasing instrumental.

Ⓞ "A PRETTY GIRL IS LIKE A MELODY" (2:31) [Berlin ASCAP—Berlin] The crew wends its way through a wonderful standard on this side. Ok stuff.

STAS JAWORSKI ORCH.

(Dana 3191; 45-3191)

Ⓞ+ "MAMBO OOOH-OOOH POLKA" [—Narucki] Stas Jaworski and his men bounce through a cute polka novelty featuring the Ugh from the mambo. Colorful number that oughta do well in the right spots.

Ⓞ+ "COCONUT POLKA" [—Dana] More lively Polish music is sent across on this side. Happy music.

GEORGIE COOK ORCH.

(Decca 29364; 9-29364)

Ⓞ+ "MISTER POLKAMAN" (2:30) [Gala BMI—Cook] Georgie Cook's boys bounce over a catchy polka novelty that should appeal to a specific audience. Appealing arrangement.

Ⓞ+ "GOLDEN NUGGET POLKA" (2:17) [Gala BMI—Cook, Trotter] More of the above type of material fashioned in a similar manner. No vocal on either side.

DICKIE VALENTINE



FINGER OF SUSPICION

backed by
ENDLESS
1498

LONDON
RECORDS



Deejay Visit



EAST ST. LOUIS, ILL.—Jane Morgan appeared on a recent show of Joe Martin, Station WTMV in East St. Louis, Illinois. She was on from 12 midnight to 4 A.M. promoting her latest recording of "Why" on Kapp Records. During the show Martin played the disk 40 times.

THE CASH BOX ROUND THE WAX CIRCLE

NEW YORK:

Nat "King" Cole, who's off to Australia January 4th, gets \$65,000 plus transportation for a ten day stint . . . Roy Hamilton's "Hurt," which started in the Rhythm and Blues field, is now going pop in a big way . . . Johnny Parker being featured on Art Ford's "One Week Stand" . . . Harriet Gross, Bob Merrill's secretary, married last Sunday to Stanley Swertenko in New Rochelle . . . Bob Anthony scheduled for small parts in the films, "Guys And Dolls" and "The Eddy Duchin Story" . . . RCA Victor has inked a three year renewal contract with Mario Lanza . . . Woody Herman follows the Dorsey Brothers into the Statler . . . For the third straight year, Bernie Wayne's song, "Join The Mother's March," will be used as the official theme song of the March Of Dimes . . . Martin Block believes that of all the Christmas songs issued this year, "Home For The Holidays" may become a standard. . . . Disk jockeys all over the country have been getting boxes of cookies from Larry Spier in place of a thank you note for listing his songs. In addition to being a publisher, Larry is also involved in the Hortese Spier pie business . . . Betty Madigan has been signed for her first in-person appearance in Milwaukee. She's been pacted for a two-week stand at Fazio's . . . The Centaur Restaurant, on 46th Street between 1st and 2nd Avenues, is beginning to attract the music crowd. Young owner John Siciliano, is a musician of sorts himself. He plays a tub (a wash tub with a string attached to a broom handle) . . . Louis Armstrong has been signed for the cartoon version of "Finian's Rainbow."



ROY HAMILTON

CHICAGO:

Kitty Kallen and Julius LaRosa helped Chicago Theatre patrons usher in the New Year this past December 31st as the hour struck midnite. Kitty and 'Julie', currently sharing billing at this thitter, really 'singing up a storm'. While Kitty dropped up to the office to tell us how pleased she was that her "Little Things Mean A Lot" was voted the top record for '53-54 in our annual poll. . . . It is reported that George Gerken is set to replace Al Latauska at Capitol Distribs here. Gerken formerly Capitol branch manager in Detroit. . . . Tim Gayle writes that Lorry Raine's "What Would I Do" on Dot going great guns. Tells us that Milwaukee dj Jack Denton of that city's Station WISN featured the waxing as his 'pick of the week'. . . . Vicki Young in town promoting her Capitol waxing of "Tweedle-Dee" which is getting lots of air play. Maybe this is the big one gal has waited for. . . . Buddy Laine and His Whispering Music Of Tomorrow (as he bills his ork) kept mighty busy over the Holidays. His current plug disk on the Klick label is "Merry Go Round Heart." . . . Marty Hirsh, Mercury promotion man here, taking Eddy Howard around to the various radio stations in town, plugging Eddy's "All Of You" which is receiving lots of nice comment. . . . Two of Our Town's deejays, Marty Faye and Bill O'Connor, cleverly avoiding the Windy City's winds as they enjoy the warm sunshine in Miami for the next coupla weeks. . . . Epic's beautiful Joyce Bryant currently the featured vocalist at the Chez Paree. Show stars George Jessel. . . . Two of the WLS Barn Dance acts, The Beaver Valley Sweethearts and Lou Prohut, have just signed recording contracts. The 'Sweethearts' with Decca and Lou with Label "X." . . . Our nomination for the 'most played record of the day' . . . "Hearts Of Stone" by The Fontane Sisters. . . . With Sarah Vaughan's "Make Yourself Comfortable" running a close second.



KITTY KALLEN

HOLLYWOOD:

With the Holidays over, record execs are buckling down to a feverish schedule of recording dates and new releases. January will be a month when some of the best and most important material of the year is released. . . . Mel Torme recorded an album for Coral right on the floor of the Hollywood Crescendo. Tapes were cut during one of his final performances just before closing. . . . Songstress Helen Grayco is prepping a new release which music critics say will be her biggest yet. . . . Screen star Gloria De Haven is out with her first release in almost a year. The song "So This Is Paris" is the title song from the UI picture. . . . Singer Carl Ravazza has been breaking every attendance record ever established at Charley Foy's Supper Club. . . . The Don, Dick and Jimmy Trio gained nationwide popularity through their Crown waxing of "That's What I Like." Now their latest efforts "I Go To You" looks like it will establish them as one of the nation's top vocal groups. It is already reported to be breaking in Chicago, St. Louis and Philadelphia. . . . After a successful engagement at the Cocanut Grove Joyce Bryant flew to Chicago where she opened at the Chez Paree Dec. 29th. Joyce proved to Grove ringsiders that she can ring the very most out of a song. She has the ability to become one of our biggest recording stars. Her Epic waxing of "Love For Sale" is proof of her versatile vocal qualities. . . . Footnote on a Christmas card from songwriter Gregg Hunter—"Watch for 'Smog Mambo'—I penned it with Xavier Cugat and Joe Guittariz. Cuggie's band is featuring it 'big' for '55." . . . Fred Clark and Benay Venuta made the first reservations for the Jan. 14th opening of Noel Clarke's exclusive Palm Springs bistro The Stables. A top name band will be featured. . . . Singer Rush Adams is readying a new night club act which he will preview next month. Buddy Bregman has been signed to do all his musical arrangements. . . . Due to a sudden switch in his plans Jimmy Durante had to move his Miami Copa City opening ahead to Feb. 8th. Eileen Barton along with Peter Lind Hayes and Mary Healy opened this plush new TV center Dec. 22. . . . After two successful week-ends at the East side's Savoy Ballroom Billy Ward and The Dominoes move over to the Sunset strip where they open at the Mocambo Jan. 4. . . . Newcomer Mona East is prepping a new LP series for Stage Records.



JOYCE BRYANT

Thunderbird Records Releases First Disk

BOSTON, MASS.—The recently formed Thunderbird Record Company released its first record this week by Jack Haskell. Haskell is the diskery's first signed vocalist and is currently on the Jack Paar "Morning Show" and on "Stop The Music." He is best known for his former work on the Dave Garroway Shows.

Haskell is supported by the Ray Charles Singers on this platter which couples "I Remember Mambo," a novelty, with "Who Can Say," a ballad. Music director of the diskery and orchestra leader on this session is Sid Ramin who does the Milton Berle Show.

Charlie Grean, former A & R head at RCA Victor, handled the first date at which four sides were waxed. The general manager of the company is Meyer Gendel and record promotion will be handled by Frank Stanton. The company intends to release either 12 or 16 songs a year.

Thunderbird has, at the present time, two offices. One is in Boston and the other office (a temporary one) is located in New York City.

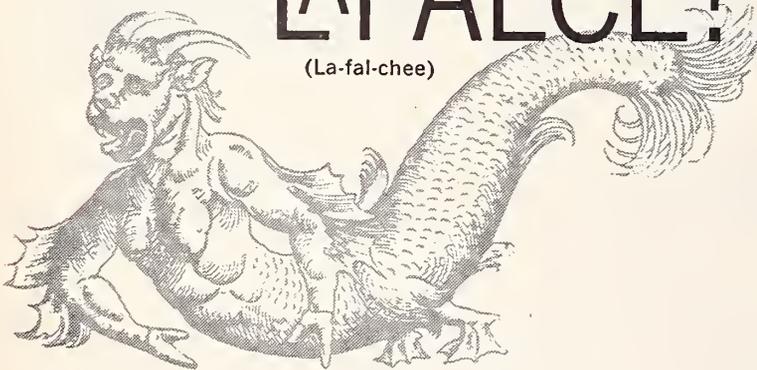
Special brochures promoting the first release will be sent to over 1500 disk jockeys in addition to all retail stores.

Dreyer Hires Rosenberg

NEW YORK, N. Y.—Ron Rosenberg, formerly with Sammy Kaye's music firms, is now handling record promotion for Dave Dreyer of Raleigh Music. Rosenberg will be working on the latest Steve Lawrence Coral release "Tell Me What To Do." During the Christmas season, the pubbery was working on Red Buttons' record "Bow Wow Wants A Boy For Christmas." The latter tune is being shelved until Christmas of '55.

IS THIS
A
LAFALCE?

(La-fal-chee)



No... watch for the answer next week!



"It's What's in THE CASH BOX That Counts"

VICTOR LOWERS PRICES; EXPECT MAJORS TO FOLLOW

All Companies Deciding This Week Whether And How To Get Their Prices Into A Competitive Position With Victor's

NEW YORK—RCA Victor has announced a new price structure effective January 3 which has had repercussions throughout the entire record industry. Victor has cut all 12 inch albums to \$3.98, all 10 inch albums to \$2.98, all EPs are priced at \$1.49, 78 rpm singles are raised to 98 cents and 45 rpm singles remain at 89 cents. Original cast show albums will be sold at \$4.98.

The announcement, which was issued the day after Christmas, while dealer stocks were low and before they had a chance to buy at the former higher prices, had an electric effect upon the industry. Almost all diskery officials were in constant conference all during the week trying to decide whether and how to get their prices into competitive position with RCA Victor's. By the end of the week, although some independents who deal in specialized albums said they would not change their prices, almost all the majors indicated that they would cut to Victor's price. As we went to press, two companies, London and MGM definitely issued such an announcement. Frank Walker, head of MGM, said that MGM would meet Victor's prices in every respect, in albums and pop singles. Harry Kruse, of London Records, said that all London albums would be sold at the \$3.98 and \$2.98 price range, but that pop 78's would not be raised to 98 cents. It is likely also that before the week is over, the other majors—Capitol, Columbia, Decca and Mercury—will reprice their albums to meet the new levels.

Several companies, caught unaware by the price change, were unable to act immediately because of the imminence of the problems facing them. The change which Victor announced not only affected the price to the consumer, but also involved a greater markup for dealers on pop singles, the percentage being raised from 38 to 42. This also involved a tremendous problem for diskeries in the readjustment of their prices.

One aspect of the Victor plan which

almost all major diskery officials agreed with however was the raising of 78 rpm disks to 98 cents. The percentage of sales of 78s to 45s is decreasing steadily and 78s at the 89 cent price have become a losing proposition for many diskeries. It is expected that this hike in price will be the final blow to the 78 rpm disk.

Manie Sacks, Vice President and General Manager of the RCA Victor Record Division, in announcing the new prices, said that no other industry, with the possible exception of color television, has such tremendous possibilities for growth as the record industry. He then went on to analyze the reasons why the record business should have a healthy increase during the next few years:

1. A fundamental reason: Music has become an integral part of our American way of life. Each year more people "live" with music.
2. The teen-age population, our biggest customer, will increase 25% in the next five years.
3. The number of new homes—a tremendous new source for turntables—is growing rapidly.
4. The unprofitable 78 rpm is on its deathbed and will pass into limbo within the foreseeable future.
5. "High Fidelity", one of the most potent selling ideas in the record industry, is gathering strength and is appealing to ever-broader audiences.
6. More manufacturers are making lower priced and better phonographs.

Sacks then analyzed the problems as follows:

1. A steadily deteriorating dealer morale due to a price structure which has led to severe inequalities.
2. A steadily deteriorating consumer morale due to uncertainty in pricing. Customers hesitate to buy because they are not sure at what price they are getting their money's worth.
3. Few new dealers want to enter the record business, and existing dealers do not feel justified in investing capital necessary for modernizing and improving stores.

4. Dealer concern about marginal profits.

5. The business has become too complicated for dealer and distributor, requiring disproportionate personnel and manhours for its administration.

Victor's plan to meet these problems, Sacks calls "Operation TNT". Its objectives are:

1. To make it possible for more people to be able to afford to buy records. This will increase volume. Victor believes that the record business can be doubled in the next five years.
2. To clear the jungle of different prices. Sacks said that it is this confusion in prices which has made it difficult for distributors and dealers to operate and has made customers hesitant to buy.
3. To put all dealers on an equal footing, with an equal chance to increase business all across the country.
4. To eliminate the costly detail and wasted manhours which have obstructed the clear path of the industry.

In addition to the drastic price changes, Victor's plan includes the following:

Discounts: Sacks said the traditional record discount structure was established during the early days of the record industry and that it does not now nor has it reflected the trend in record merchandising. The new plan recognizes that larger margins are needed on traffic merchandise, where the risk is greatest. Therefore, Victor increases the dealer gross margin from 38% to 42% on all 78 and 45 rpm merchandise and continues the dealer gross margin of 38% on LP. The new discount structure applies across the board to all RCA Victor record merchandise, including Camden.

Return Privilege: The tradition return privilege also dates back to the early days of the record business, Sacks said, and does not reflect today's requirements. Return privilege has been granted on all merchandise regardless of the fundamental difference in merchandise requirements. Under the new plan, return privilege will

be retained on all merchandise other than LP. No return privilege will be earned on LP purchases.

Advertising: Sacks said that the introduction of the new prices was a magnificent opportunity to reach out for and bring new customers into dealers' stores. All RCA Victor advertising money during 1955 will be committed to and designed with the view of giving the record business a broader base and appealing to new customers. The most extensive new customer advertising campaign ever launched in the history of RCA Victor Record Division will get started early in January with full page ads in all major cities in the United States, featuring Camden, Bluebird and RCA Victor record merchandise. All ads will emphasize the fact that, with the new low prices now in effect, records fit every pocketbook.

Store Modernization Program: Victor will immediately launch a complete modernization service. The resources of one of the great industrial consultants, which has made studies on the problems of traffic, fixture design, effective display, utilization of space and record store layout, will be made available to dealers.

In summing up, Sacks said the advantages of the new plan are as follows:

For the consumer: 1. Gives him more music for less money than at any time in the history of the record business. 2. More places and better places in which to buy. 3. Prices designed for every pocketbook.

For the dealer: 1. Greater volume. 2. The opportunity of being competitive on all merchandise. 3. 4% additional gross on traffic merchandise. 4. Simplified price lines. 5. New efficiencies in operation. 6. New incentives to promote, advertise and modernize.

For the distributor: 1. More volume. 2. Lower cost of operation. 3. Efficient use of manpower. 4. Better use of advertising dollars. 5. Improved dealer morale. 6. Modern dealer organization. 7. New markets for phonograph sales. 8. More flexible privileges.

Stars



PARIS — Autographed photos of record stars surround the juke box at Victor Garland's American Club in Paris. Garland keeps the coin operated phono up to date with the latest U.S. disks for his American soldier customer, and during the Christmas and New Year holidays, he will run a "most popular artists" contest among the soldiers.

Reichman In Comeback As Camden Sales Climb

NEW YORK—Pianist Joe Reichman, in retirement for the past few years, is staging a comeback—both in disk sales and in "in-person" appearances.

On the Camden label, RCA's low-priced disk line, Reichman is one of the best selling artists. His "Piano Reveries" is Camden's number five best selling Long Play disk and his Camden EP, "The Very Thought of You" has been a Camden best seller since the line was introduced, over a year ago.

Having opened with his new band at the Rice Hotel in Houston, Reichman is now playing a four months engagement at the Baker Hotel in Dallas. Following his date there he heads back to the Rice for six additional weeks.

Texas newspapers have greeted Reichman's return with considerable enthusiasm, columnist Tony Zoppi of a Houston paper commenting: "You've simply got to see it to believe it. Joe Reichman's return to the band business is nothing short of phenomenal. For the first time in fifteen years, when the likes of Glenn Miller, Goodman, Shaw, the Dorseys, were the talk of the entertainment world, we've seen a Saturday night crowd to be thoroughly entertained by a dance band. . . ."

Scott Previews New Group

NEW YORK—The new Tony Scott Septet, which has recently completed its first diskings for RCA Victor, makes its in-person debut Monday night Jan. 3 at Birdland. The unit, fronted by the jazz clarinet star, boasts unusual instrumentation—clarinet, tenor and baritone saxes, trumpet, trombone, bass and drums—but no piano. The style of the group combines unusual counterpoint with a swinging jazz beat and solos. Bulk of the arrangements for the group are by Scott himself, and several are by Dick Hyman.

Scott's RCA Victor recording activity is directed by jazz department topper Jack Lewis.

Bob Levine Takes Over Newark's Music Box

NEWARK, N. J.—As of January 1, Bob Levine assumes the ownership and operation of the Music Box, for many years one of Newark's key retail disk outlets under the proprietorship of Jack Sedar. Sedar, who recently opened the new Village Music Shop in Ridgewood, N. J., will devote his efforts entirely to his new shop.

Levine was for several years a sales representative for Times-Columbia, district Columbia disk distrib, and prior to that was a salesman for Young Peoples' Records. Most recently he has been serving as road manager for Les Elgart.

Roosevelt Buys Spirituals

ATLANTA, GA. — Hal Fein of Roosevelt Music, announced his recent deal with Lowery Music in Atlanta, Ga., this week, whereby, on a participation basis, he will activate Lowery's spiritual and religious catalog. Fein also announced his purchase of the Watkins and Bell religious catalogs.

It was also announced that writer Charlie Singleton was put on at Roosevelt Music for a special assignment.

Roosevelt is currently working on "The Go Between" by Rita Robbins and "No Mamma—No Papa" by Wade Ray.

Packing Em' In



BLOOMFIELD, N. J.—Betty Madigan, who recently won the 9th Annual Cash Box Magazine Poll as the "most promising new female vocalist of 1954", is shown above at the MGM Record factory in this city, assisting in filling orders for her latest MGM disk "I Had The Funniest Feelin'" b/w "Be A Little Darlin'". The initial reaction reported on this coupling indicates that it may be Betty's biggest platter to date.

THE CASH BOX



Gaiety Music Shop New York, N. Y.

1. Naughty Lady (Ames Bros.)
2. Mr. Sandman (Chordettes)
3. Papa Loves Mambo (Como)
4. Count Your Blessings (Fisher)
5. Teach Me Tonight (DeCastros)
6. Let Me Go, Lover (J. Weber)
7. Christmas Alphabet (McGuire)
8. I Need You Now (E. Fisher)
9. Shake, Rattle & Roll (Haley)
10. Land Of Dreams (Hugo Winterhalter)

Modrona Record Shop Portland, Ore.

1. Let Me Go, Lover (Brewer)
2. Mr. Sandman (Chordettes)
3. Teach Me Tonight (DeCastros)
4. Naughty Lady (Ames Bros.)
5. Papa Loves Mambo (Como)
6. Make Yourself Comfortable (Sarah Vaughan)
7. This Ole House (R. Clooney)
8. Hearts Of Stone (Fontanes)
9. I Need You Now (E. Fisher)
10. Mambo Italiano (R. Clooney)

Spruce Record Shop Scranton, Pa.

1. Let Me Go, Lover (Weber)
2. Mr. Sandman (Chordettes)
3. Teach Me Tonight (DeCastros)
4. Hearts Of Stone (Fontanes)
5. Count Your Blessings (Fisher)
6. Papa Loves Mambo (Como)
7. Naughty Lady (Ames Bros.)
8. Dim, Dim The Lights (Haley)
9. Ling, Ting, Tong (Five Keys)
10. Melody Of Love (Four Aces)

Music Corner New Haven, Conn.

1. Let Me Go, Lover (Weber)
2. Teach Me Tonight (DeCastros)
3. Mr. Sandman (Chordettes)
4. No More (McGuire)
5. Dim, Dim The Lights (Haley)
6. Hearts Of Stone (Fontanes)
7. Open Up Your Heart (Cowboy Choir)
8. Runaround (Chuckles)
9. Hajji Baba (Nat "King" Cole)
10. Melody Of Love (D. Carroll)

The Groove Record Shop Norfolk, Va.

1. Let Me Go, Lover (J. Weber)
2. Mr. Sandman (Chordettes)
3. Hearts Of Stone (Fontanes)
4. Teach Me Tonight (DeCastros)
5. Naughty Lady (Ames Bros.)
6. That's All I Want From You (Jaye P. Morgan)
7. Mobile (Julius La Rosa)
8. Cara Mia (David Whitfield)
9. Make Yourself Comfortable (Sarah Vaughan)
10. This Ole House (R. Clooney)

Moses Melody Shop Little Rock, Ark.

1. Let Me Go, Lover (Weber)
2. Mr. Sandman (Chordettes)
3. Hearts Of Stone (Fontanes)
4. Teach Me Tonight (DeCastros)
5. Count Your Blessings (Fisher)
6. This Ole House (R. Clooney)
7. Hold My Hand (Don Cornell)
8. I Need You Now (E. Fisher)
9. If I Give My Heart To You (Doris Day)
10. Papa Loves Mambo (Como)

Variety Record Shop Louisville, Ky.

1. Hearts Of Stone (Fontanes)
2. Let Me Go, Lover (J. Weber)
3. Mr. Sandman (Chordettes)
4. Open Up Your Heart (Cowboy Church Choir)
5. Make Yourself Comfortable (Sarah Vaughan)
6. Melody Of Love (W. King)
7. That's All I Want From You (Jaye P. Morgan)
8. Teach Me Tonight (DeCastros)
9. My Love Song To You (Bob Manning)
10. Count Your Blessings (Fisher)

Hudson Ross Chicago, Ill.

1. Let Me Go, Lover (J. Weber)
2. Mr. Sandman (Chordettes)
3. Make Yourself Comfortable (Sarah Vaughan)
4. Count Your Blessings (Fisher)
5. Hearts Of Stone (Fontanes)
6. Santo Natale (D. Whitfield)
7. Twinkle Toes (Crewcuts)
8. This Ole House (Clooney)
9. Melody Of Love (B. Vaughn)
10. That's All I Want From You (Jaye P. Morgan)

Ferguson's Record Shop Memphis, Tenn.

1. Mr. Sandman (Four Aces)
2. Naughty Lady (Ames Bros.)
3. This Ole House (R. Clooney)
4. Let Me Go, Lover (J. Weber)
5. Count Your Blessings (Fisher)
6. Hearts Of Stone (Charms)
7. Papa Loves Mambo (Como)
8. I Need You Now (Fisher)
9. Mr. Sandman (Chordettes)
10. That's All I Want From You (Jaye P. Morgan)

Jordon Marsh Co. Boston, Mass.

1. Teach Me Tonight (DeCastros)
2. Naughty Lady (Ames Bros.)
3. Let Me Go, Lover (J. Weber)
4. Hearts Of Stone (Fontanes)
5. Melody Of Love (B. Vaughn)
6. Dim, Dim The Lights (Haley)
7. Earth Angel (Penguins)
8. Cara Mia (David Whitfield)
9. No More (DeJohns)
10. I Love You Madly (4 Coins)

Grinnell Bros. Detroit, Mich.

1. Let Me Go, Lover (Weber)
2. Unsuspecting Heart (Stevens)
3. Mr. Sandman (Chordettes)
4. Land Of Dreams (Hugo Winterhalter)
5. No More (DeJohns)
6. Santo Natale (D. Whitfield)
7. Dim, Dim The Lights (Haley)
8. Naughty Lady (Ames Bros.)
9. Melody Of Love (D. Carroll)
10. Ling, Ting, Tong (Charms)

Lyric News & Record Shop Indianapolis, Ind.

1. Mr. Sandman (Chordettes)
2. Let Me Go, Lover (J. Weber)
3. Teach Me Tonight (DeCastros)
4. Hearts Of Stone (Fontanes)
5. I Need You Now (E. Fisher)
6. Papa Loves Mambo (Como)
7. Naughty Lady (Ames Bros.)
8. Shake, Rattle & Roll (Haley)
9. That's All I Want From You (Jaye P. Morgan)
10. Melody Of Love (W. King)

Super Enterprise Washington, D. C.

1. Hearts Of Stone (Fontanes)
2. Let Me Go, Lover (J. Weber)
3. Mr. Sandman (Chordettes)
4. Shake, Rattle & Roll (Haley)
5. Make Yourself Comfortable (Sarah Vaughan)
6. Naughty Lady (Ames Bros.)
7. Teach Me Tonight (DeCastros)
8. Papa Loves Mambo (Como)
9. I Need You Now (E. Fisher)
10. Hey There (R. Clooney)

Tiedtkes—Music Sales Toledo, Ohio

1. Let Me Go, Lover (J. Weber)
2. Home For The Holidays (Perry Como)
3. Hearts Of Stone (Fontanes)
4. Mr. Sandman (Chordettes)
5. Naughty Lady (Ames Bros.)
6. White Christmas (B. Crosby)
7. Christmas Alphabet (McGuire)
8. Dim, Dim The Lights (Haley)
9. That's All I Want From You (Jaye P. Morgan)
10. Make Yourself Comfortable (Sarah Vaughan)

Wallichs Music City Hollywood, Calif.

1. Mr. Sandman (Chordettes)
2. Earth Angel (Penguins)
3. Naughty Lady (Ames Bros.)
4. Shake, Rattle & Roll (Haley)
5. Barefoot Contessa (Hugo Winterhalter)
6. Let Me Go, Lover (Brewer)
7. Let Me Go, Lover (J. Weber)
8. Cara Mia (David Whitfield)
9. Mambo Italiano (R. Clooney)
10. I Need You Now (Cheers)

Katz Record Center Kansas City, Mo.

1. Hearts Of Stone (Fontanes)
2. Mr. Sandman (Chordettes)
3. Melody Of Love (Four Aces)
4. No More (DeJohns)
5. Dim, Dim The Lights (Haley)
6. Naughty Lady (Ames Bros.)
7. Open Up Your Heart (Cowboy Church Choir)
8. Let Me Go, Lover (J. Weber)
9. Count Your Blessings (Fisher)
10. Shake, Rattle & Roll (Haley)

Greenline Record Center Jamaica, L. I., N. Y.

1. Mr. Sandman (Chordettes)
2. Teach Me Tonight (DeCastros)
3. Santo Natale (D. Whitfield)
4. Dim, Dim The Lights (Haley)
5. Shake, Rattle & Roll (Haley)
6. Mambo Italiano (R. Clooney)
7. Papa Loves Mambo (Como)
8. That's All I Want From You (Jaye P. Morgan)
9. Home For The Holidays (Perry Como)
10. This Ole House (R. Clooney)

Kops Piano House Great Falls, Mont.

1. Mr. Sandman (Chordettes)
2. I Need You Now (E. Fisher)
3. Naughty Lady (Ames Bros.)
4. Hold My Hand (Don Cornell)
5. This Ole House (R. Clooney)
6. Papa Loves Mambo (P. Como)
7. Teach Me Tonight (DeCastros)
8. Count Your Blessings (Fisher)
9. Let Me Go, Lover (Weber)
10. If I Give My Heart To You (Doris Day)

Music Center Honolulu, T.H.

1. Mr. Sandman (Chordettes)
2. Naughty Lady (Ames Bros.)
3. Hold My Hand (Don Cornell)
4. Mambo Italiano (R. Clooney)
5. That's All I Want From You (Jaye P. Morgan)
6. Let Me Go, Lover (P. Page)
7. Papa Loves Mambo (Como)
8. Smile (Nat "King" Cole)
9. If I Give My Heart To You (Doris Day)
10. I Need You Now (Fisher)

Bills "T" Record Shop Tulsa, Okla.

1. Hearts Of Stone (Charms)
2. Mr. Sandman (Four Aces)
3. Let Me Go, Lover (J. Weber)
4. Teach Me Tonight (DeCastros)
5. Naughty Lady (Ames Bros.)
6. That's All I Want From You (Jaye P. Morgan)
7. I Need You Now (E. Fisher)
8. Count Your Blessings (Fisher)
9. Papa Loves Mambo (Como)
10. This Ole House (R. Clooney)

Comer's Record Nook San Antonio, Tex.

1. Mr. Sandman (Four Aces)
2. Let Me Go, Lover (J. Weber)
3. Naughty Lady (Ames Bros.)
4. Hearts Of Stone (Charms)
5. That's All I Want From You (Jaye P. Morgan)
6. Make Yourself Comfortable (Sarah Vaughan)
7. I Need You Now (E. Fisher)
8. Count Your Blessings (Fisher)
9. Home For The Holidays (Perry Como)
10. This Ole House (R. Clooney)

A 2 Sided HIT by THE FOUR TUNES
"I SOLD MY HEART TO THE JUNKMAN"
 b/w
"GOOD NEWS"
 (Chariot's Comin')
 Jubilee # 5174
JUBILEE RECORD CO. Inc.
 315 W. 47th St., N. Y. N. Y.

America's Leading One Stop Record Service
LESLIE DISTRIBUTORS
 NEW YORK PITTSBURGH, PA. HARTFORD, CONN.
 750—10th AVE. (Phone Plaza 7-1977) 2231 FIFTH AVE. 134 WINDSOR ST.
 Cable Address: EXpoRecord, N. Y. ATLAS MUSIC BLDG. (Phone: JACKSON 5-7123)
 (Phone: GRANT 1-9323)

THE CASH BOX JUKE BOX RECORD REGIONAL REPORT

The Top Ten Records — City by City

New York, N. Y.

1. Let Me Go, Lover (J. Weber)
2. Mr. Sandman (Chordettes)
3. Teach Me Tonight (DeCastros)
4. Papa Loves Mambo (P. Como)
5. Make Yourself Comfortable (Sarah Vaughan)
6. Naughty Lady (Ames Bros.)
7. Count Your Blessings (Eddie Fisher)
8. Mambo Italiano (R. Clooney)
9. I Need You Now (E. Fisher)
10. Shake, Rattle & Roll (Haley)

Chicago, Ill.

1. Let Me Go, Lover (J. Weber)
2. Mr. Sandman (Chordettes)
3. Make Yourself Comfortable (Sarah Vaughan)
4. Teach Me Tonight (DeCastros)
5. Hearts Of Stone (Fontanes)
6. Naughty Lady (Ames Bros.)
7. That's All I Want From You (Jaye P. Morgan)
8. Mambo Italiano (R. Clooney)
9. Melody Of Love (B. Vaughn)
10. No More (DeJohns)

Los Angeles, Calif.

1. Mr. Sandman (Chordettes)
2. Let Me Go, Lover (J. Weber)
3. Papa Loves Mambo (P. Como)
4. Naughty Lady (Ames Bros.)
5. Count Your Blessings (Fisher)
6. Teach Me Tonight (DeCastros)
7. I Need You Now (E. Fisher)
8. This Ole House (R. Clooney)
9. Shake, Rattle & Roll (Haley)
10. Earth Angel (Penguins)

Philadelphia, Pa.

1. Let Me Go, Lover (J. Weber)
2. Make Yourself Comfortable (Sarah Vaughan)
3. Teach Me Tonight (DeCastros)
4. Naughty Lady (Ames Bros.)
5. Mr. Sandman (Chordettes)
6. Papa Loves Mambo (P. Como)
7. Hearts Of Stone (Fontanes)
8. Home For The Holidays (Perry Como)
9. Ling, Ting, Tong (Five Keys)
10. No More (DeJohns)

Milwaukee, Wis.

1. Let Me Go, Lover (J. Weber)
2. Mr. Sandman (Chordettes)
3. Naughty Lady (Ames Bros.)
4. Make Yourself Comfortable (Sarah Vaughan)
5. Count Your Blessings (Fisher)
6. Shake, Rattle & Roll (Haley)
7. Hearts Of Stone (Fontanes)
8. Dim Dim The Lights (Haley)
9. Teach Me Tonight (DeCastros)
10. Yours (Dick Contino)

St. Louis, Mo.

1. Mr. Sandman (Chordettes)
2. Let Me Go, Lover (J. Weber)
3. Make Yourself Comfortable (Sarah Vaughan)
4. Naughty Lady (Ames Bros.)
5. That's All I Want (J. Morgan)
6. Teach Me Tonight (DeCastros)
7. Dim Dim The Lights (Haley)
8. Count Your Blessings (Fisher)
9. Hearts Of Stone (Fontanes)
10. That's What I Like (Don, Dick & Jimmy)

Denver, Colo.

1. Mr. Sandman (Chordettes)
2. Let Me Go, Lover (Weber/Brewer)
3. I Need You Now (E. Fisher)
4. Naughty Lady (Ames Bros.)
5. This Ole House (Clooney/Hamblen)
6. Papa Loves Mambo (P. Como)
7. Count Your Blessings (Fisher)
8. Teach Me Tonight (DeCastros)
9. Shake, Rattle & Roll (Haley)
10. Mambo Italiano (R. Clooney)

Atlanta, Ga.

1. Let Me Go, Lover (J. Weber)
2. Mr. Sandman (Chordettes)
3. Teach Me Tonight (DeCastros)
4. Papa Loves Mambo (P. Como)
5. I Need You Now (E. Fisher)
6. Count Your Blessings (Fisher)
7. This Ole House (R. Clooney)
8. That's All I Want (Jaye P. Morgan)
9. Naughty Lady (Ames Bros.)
10. Shake, Rattle & Roll (Haley)

San Francisco, Calif.

1. Let Me Go, Lover (Weber)
2. Mr. Sandman (Chordettes)
3. I Need You Now (Fisher)
4. This Ole House (R. Clooney)
5. Teach Me Tonight (DeCastros)
6. Count Your Blessings (Fisher)
7. Naughty Lady (Ames Bros.)
8. Papa Loves Mambo (Como)
9. Shake, Rattle And Roll (Haley)
10. Make Yourself Comfortable (Sarah Vaughan)

New Orleans, La.

1. Let Me Go, Lover (Weber/Brewer)
2. Mr. Sandman (Four Aces)
3. I Need You Now (Fisher)
4. Naughty Lady (Ames Bros.)
5. Papa Loves Mambo (Como)
6. Teach Me Tonight (Stafford)
7. That's All I Want From You (Jaye P. Morgan)
8. Mambo Italiano (R. Clooney)
9. Hearts Of Stone (Charms)
10. Count Your Blessings (Fisher)

Detroit, Mich.

1. Let Me Go, Lover (Weber)
2. Mr. Sandman (Chordettes)
3. Naughty Lady (Ames Bros.)
4. Dim. Dim The Lights (Haley)
5. That's All I Want From You (Jaye P. Morgan)
6. Hearts Of Stone (Fontanes)
7. Make Yourself Comfortable (Sarah Vaughan)
8. Teach Me Tonight (DeCastros)
9. Land Of Dreams (Hugo Winterhalter)
10. No More (DeJohns)

Pittsburgh, Pa.

1. Let Me Go, Lover (J. Weber)
2. Mr. Sandman (Chordettes)
3. Naughty Lady (Ames Bros.)
4. Hearts Of Stone (Fontanes)
5. Make Yourself Comfortable (Sarah Vaughan)
6. Count Your Blessings (Fisher)
7. This Ole House (R. Clooney)
8. Teach Me Tonight (DeCastros)
9. Runaround (Chuckles)
10. Papa Loves Mambo (Como)

Dallas, Tex.

1. Mr. Sandman (Four Aces/Chordettes)
2. Let Me Go, Lover (J. Weber)
3. Naughty Lady (Ames Bros.)
4. I Need You Now (Fisher)
5. Hearts Of Stone (Fontanes/Charms)
6. This Ole House (R. Clooney)
7. Count Your Blessings (Fisher)
8. Make Yourself Comfortable (Sarah Vaughan)
9. That's All I Want From You (Jaye P. Morgan)
10. Teach Me Tonight (DeCastros)

Boston, Mass.

1. Mr. Sandman (Chordettes)
2. Teach Me Tonight (DeCastros)
3. Let Me Go, Lover (J. Weber)
4. Hearts Of Stone (Fontanes)
5. Make Yourself Comfortable (Sarah Vaughan)
6. Naughty Lady (Bleyer/Ames Bros.)
7. Hajji Baba (Nat "King" Cole)
8. Papa Loves Mambo (Como)
9. Melody Of Love (Vaughn/Carroll)
10. Dim, Dim The Lights (Haley)

Cleveland, Ohio

1. Mr. Sandman (Chordettes/Four Aces)
2. Melody Of Love (B. Vaughn)
3. Let Me Go, Lover (J. Weber)
4. Open Up Your Heart (Cowboy Church Choir)
5. Naughty Lady (Ames Bros.)
6. No More (DeJohns)
7. Teach Me Tonight (DeCastros)
8. Dim, Dim The Lights (Haley)
9. Home For The Holidays (Perry Como)
10. Shake, Rattle & Roll (Haley)

Shoals, Ind.

1. Mr. Sandman (Chordettes)
2. Let Me Go, Lover (Weber)
3. Hold My Hand (Lombardo)
4. Teach Me Tonight (Stafford)
5. Count Your Blessings (Fisher)
6. I Need You Now (Fisher)
7. Shake, Rattle And Roll (Haley)
8. Naughty Lady (Ames Bros.)
9. If I Give My Heart To You (Doris Day)
10. Papa Loves Mambo (Como)

Baltimore, Md.

1. Let Me Go, Lover (Weber)
2. Mr. Sandman (Chordettes)
3. Teach Me Tonight (DeCastros)
4. Shake, Rattle And Roll (Haley)
5. Naughty Lady (Ames Bros.)
6. I Need You Now (Fisher)
7. Papa Loves Mambo (Como)
8. This Ole House (Clooney)
9. Dim, Dim The Lights (Haley)
10. Count Your Blessings (Fisher)

Omaha, Neb.

1. Mr. Sandman (Chordettes)
2. Let Me Go, Lover (Weber)
3. White Christmas (Crosby)
4. Teach Me Tonight (DeCastros)
5. This Ole House (Clooney)
6. Shake, Rattle And Roll (Haley)
7. Count Your Blessings (Fisher)
8. Naughty Lady (Ames Bros.)
9. Hearts Of Stone (Fontanes)
10. Home For The Holidays (Perry Como)

Wichita, Kans.

1. Mr. Sandman (Chordettes)
2. Let Me Go, Lover (Page)
3. Hearts Of Stone (Fontanes)
4. Teach Me Tonight (Stafford)
5. Naughty Lady (Ames Bros.)
6. I Need You Now (Fisher)
7. Give My Heart To You (Day)
8. Papa Loves Mambo (Como)
9. Count Your Blessings (Fisher)
10. Mambo Italiano (R. Clooney)

Seattle, Wash.

1. Mr. Sandman (Chordettes)
2. Let Me Go, Lover (Weber)
3. Naughty Lady (Ames Bros.)
4. Dim, Dim The Lights (Haley)
5. Count Your Blessings (Fisher)
6. Teach Me Tonight (DeCastros)
7. This Ole House (Clooney)
8. I Need You Now (Fisher)
9. Papa Loves Mambo (Como)
10. Earth Angel (Penguins)

Deadwood, S. D.

1. Papa Loves Mambo (Como)
2. I Need You Now (Fisher)
3. Teach Me Tonight (DeCastros)
4. Hold My Hand (D. Cornell)
5. Woman's World (Four Aces)
6. Mr. Sandman (Monroe)
7. Mambo Italiano (R. Clooney)
8. Shake, Rattle & Roll (Haley)
9. Let Me Go, Lover (Weber)
10. Hey There (R. Clooney)

Universal Promotes Disk From "So This Is Paris"

NEW YORK, N. Y.—Universal International is creating a public awareness for its latest technicolor musical "So This Is Paris," starring Tony Curtis and Gloria De Haven, by using Miss De Haven's Decca recording of two songs from the pic's score, and the soundtrack album as a base.

Lyle Engel, retained by Universal as Music Consultant, enlisted more than seventy of the nation's top disk jockeys to play the music from the score. Engel reports that the following disk jockeys are promoting the music from "So This Is Paris": Jim Ameche, KLAC, Hollywood, Calif. . . . Tom Edwards, WERE, Cleveland, Ohio . . . Ray Schreiner, WNRL, Richmond, Va. . . . Ed Carlson, WJRW, New Orleans, La. . . . Bob Bradley, WLWL, Minneapolis, Minn. . . . Pete Johnson, WKBR, Manchester, N. H. . . . Bill Previtti, KDEF, Albuquerque, N. Mex. . . . Wallie Dunlap, WICC, Bridgeport, Conn. . . . Lou Barile, WKAL, Rome, N. Y. . . . Dolly Banks, WHAT, Philadelphia, Pa. . . . Norman Hall, WBNL (Tri-State Network), Boonville, Ind. . . . Hank Goldman, WANN, Annapolis, Md. . . . Lee Case, WBAL, Baltimore, Md.

Special disk jockey kits were sent out to more than 1,000 jockeys with a special concentration in the highly populated areas.

The Colgate Comedy Hour carried film clips from the picture as well as personal appearances of the stars; CBS' "On A Sunday Afternoon" premiered the soundtrack album; network plugs on the film music were carried by Carl Warren (Mutual), Bruce and Dan (Mutual), Jimmy Nelson (ABC), Paul Lavalle (NBC), among others.

Mara Corday, the "most photographed girl in the world," who plays a featured role in "So This Is Paris," will make a nationwide tour, tying in personal appearances in major cities to coincide with local movie premieres. Guest appearances on local disk jockey shows are being set up in conjunction with this tour.

Hit Maker



NEW YORK—Jackie Gleason poses with Bob Manning, whose Capitol disk of "My Love Song To You" Gleason introduced on his TV show. One week later, Gleason had Manning himself appear on the show and do the song. As a result, the disk has been selling strongly in record stores throughout the country and looks as though it could smash through to the top hit category.

Harry Powell Dies

SAN FRANCISCO, CALIF.—Arranger Harry Powell, died on Saturday, December 18 in San Francisco.

Powell started his musical arranging career for Victor Herbert at the age of 18. Then for some time, he worked as an arranger for John Philip Sousa and later he worked with Shapiro-Bernstein.

For several seasons, he played first trumpet in the "Showboat" band and in addition, made the arrangements for some of the "Showboat" musical score.

Among some of the songs for which Powell made the original arrangements are "Moonlight And Roses," "Chloe," "Whispering," "Do You Ever Think Of Me," "Springtime In The Rockies," "The Doll Dance," "Sleep" and a host of others. He also made the first orchestration for Sophie Tucker's version of "Some Of These Days."

IS THIS
A LAFALCE?
(La-fal-chee)

No... watch for the answer next week!



Gifts For The Wounded



NEW YORK—Station WMGM launched its drive for Gifts For The Wounded at the 52 Association of New York Christmas party at Tavern-On-The-Green in Central Park on December 16. Pictured left to right are: WMGM stars Ted Brown and Ted Husing; Capitol Records' headliner Monica Lewis; WMGM Associate Director in Charge of Programming Ray Katz; Corporal Tom Gutierrez of St. Albans Naval Hospital; and WMGM deejay Bill Silbert. All during the Christmas season, WMGM performers made daily appeals for gifts for hospitalized servicemen and vets. Five hundred guests were entertained at a party by the station's headliners and gifts were distributed to all the disabled and wounded present.



THE CASH BOX Disk Jockey's REGIONAL RECORD REPORTS

Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending January 1 without any changes on the part of THE CASH BOX.

Len Ross

KBMI—Henderson, Nev.

1. Mr. Sandman (Chordettes)
2. Let Me Go, Lover (S. Gale)
3. Make Yourself Comfortable (Sarah Vaughan)
4. Count Your Blessings (Fisher)
5. Naughty Lady (Ames Bros.)
6. Always You (Betty Madigan)
7. Woman's World (Four Aces)
8. Tara's Theme (LeRoy Holmes)
9. Hajji Baba (Nat King Cole)
10. Mambo Italiano (R. Clooney)

Don Bell

KRNT—Des Moines, Iowa

1. Mr. Sandman (Chordettes)
2. Let Me Go, Lover (T. Brewer)
3. Naughty Lady (Ames Bros.)
4. Let Me Go, Lover (J. Weber)
5. Shake, Rattle And Roll (Bill Haley)
6. This Ole House (R. Clooney)
7. Teach Me Tonight (DeCastros)
8. I Need You Now (E. Fisher)
9. Count Your Blessings (Fisher)
10. White Christmas (B. Crosby)

Eddie Newman

WDAS—Philadelphia, Pa.

1. Happy Baby (Bill Haley)
2. Let Me Go, Lover (J. Weber)
3. Mr. Sandman (Chordettes)
4. Naughty Lady (Ames Bros.)
5. Rock-A-Beat'n' Boogie (Buddy Morrow)
6. Teach Me Tonight (DeCastros)
7. I Need You Now (E. Fisher)
8. Hearts Of Stone (Fontanes)
9. Mambo Italiano (R. Clooney)
10. No More (DeJohns)

Bill Burns

WQAM—Miami, Fla.

1. Hearts Of Stone (Charms)
2. Let Me Go, Lover (T. Brewer)
3. Mr. Sandman (Chordettes)
4. Count Your Blessings (Fisher)
5. Melody Of Love (B. Vaughn)
6. Star Dust Mambo (R. Maltby)
7. Naughty Lady (Archie Bleyer)
8. Mobile (Julius La Rosa)
9. Make Yourself Comfortable (Sarah Vaughan)
10. No More (DeJohns)

Shel Horton

WVAM—WKMC—Saxton, Pa.

1. Baby Brother (Kitty Kallen)
2. Let Me Go, Lover (P. Page)
3. Mr. Sandman (Chordettes)
4. Hearts Of Stone (Charms)
5. Runaround (Chuckles)
6. Sure Fire Kisses (L. Anders)
7. Melody Of Love (B. Vaughn)
8. Teach Me Tonight (DeCastros)
9. Dance, Mr. Snowman, Dance (Crewcuts)
10. Make Yourself Comfortable (Sarah Vaughan)

Bob Martin

KMYR—Denver, Colo.

1. Let Me Go, Lover (P. Page)
2. Mr. Sandman (Four Aces)
3. Melody Of Love (B. Vaughn)
4. All Of You (Tony Martin)
5. How Long Has This Been Going On (Felicia Sanders)
6. That's All I Want (Morgan)
7. Naughty Lady (Ames Bros.)
8. Without Love (Dolores Gray)
9. Unsuspecting Heart (G. Shaw)
10. Bold Black Knight (Brennan)

Pvt. Richard Hayes

ABC, Mutual Radio Networks, New York, N. Y.

1. Let Me Go, Lover (J. Weber)
2. Mr. Sandman (Chordettes)
3. Teach Me Tonight (DeCastros)
4. This Ole House (R. Clooney)
5. Hold My Hand (Don Cornell)
6. Naughty Lady (Ames Bros.)
7. Funny Thing (Teresa Brewer)
8. I Need You Now (E. Fisher)
9. Make Yourself Comfortable (Sarah Vaughan)
10. Finger Of Suspicion (Froman)

Paul Platter

WSAI—Cincinnati, Ohio

1. Mr. Sandman (Chordettes)
2. Let Me Go, Lover (J. Weber)
3. Hearts Of Stone (Fontanes)
4. Naughty Lady (Ames Bros.)
5. Open Up Your Heart (Cowboy Church Choir)
6. Teach Me Tonight (DeCastros)
7. This Ole House (R. Clooney)
8. Shake, Rattle And Roll (Bill Haley)
9. Papa Loves Mambo (P. Como)
10. Fanny (Eddie Fisher)

Ed Meath

WHEC—Rochester, N. Y.

1. Mr. Sandman (Chordettes)
2. That's All I Want (Morgan)
3. Let Me Go, Lover (J. Weber)
4. Home For The Holidays (Perry Como)
5. Make Yourself Comfortable (Sarah Vaughan)
6. Naughty Lady (Ames Bros.)
7. Santo Natale (David Whitfield)
8. Teach Me Tonight (Stafford)
9. Hearts Of Stone (Fontanes)
10. No Man Is An Island (Cornell)

Paul & Ford Not Retiring

NEW YORK—Contrary to reports by a Hollywood columnist, the Capitol recording team of Les Paul & Mary Ford is not retiring from show business.

Les and Mary have sold over 15,000,000 records since 1951 and are currently away on a European vacation before returning to their recording duties and personal appearances. Capitol has just released their current record, "Song In Blue" and "Some-day Sweetheart" and the couple are penciled in for the Ed Sullivan "Toast Of The Town" TV show some time in February.

Les and Mary recently lost their five day old baby and have decided to take a couple of months off for a change of scenery.

Belle of the Show



NEW YORK—Belle Nardone, Larry Spier's secretary and co-author of "Santo Natale", is surrounded by stars at the recent Ed Sullivan Show on which David Whitfield sang the hit number. From left to right standing are: Sophie Tucker, David Whitfield, Belle Nardone, Ed Sullivan, and Virginia Mayo. Grouped in front are The Crew Cuts.

ANOTHER BMI "PIN-UP" HIT

NO MORE

Recorded by
DE JOHN SISTERS Epic
McGUIRE SISTERS Coral
GUY LOMBARDO Decca
Published by
MAPLE LEAF MUSIC PUBLISHING CORP.



2 of the GREATEST RECORDS IN AMERICA!!
THE FONTANE SISTERS
"HEARTS OF STONE"
Dot = 15265
and
BILLY VAUGHN'S
"MELODY OF LOVE"
Dot = 15247

DOT RECORDS, INC.
GALLATIN, TENNESSEE
Phone: 1600

"OUR LADY OF GUADALUPE"

b/w

"THE TEN COMMANDMENTS"

1311

TIFFANY RECORDING CO.
332 S. Michigan Ave. Chicago, Ill.

Johnny Fairchild

WORZ—Orlando, Fla.

1. Let Me Go, Lover (Gale/Page)
2. Mr. Sandman (Chordettes)
3. Always You (Betty Madigan)
4. Christmas Alphabet (McGuire)
5. Spirit of Christmas (Kallen)
6. Santo Natale (D. Whitfield)
7. Please Don't Break My Heart (Nick Noble)
8. From Nine To Five (D. Lor)
9. Tara's Theme (Holmes)
10. Wooden Shoes (C. Dennis)

Hugh Wanke

WCAO—Baltimore, Md.

1. If I Give My Heart To You (Doris Day)
2. I Need You Now (E. Fisher)
3. Woman's World (Four Aces)
4. Hajji Baba (Nat King Cole)
5. Fanny (Fred Waring)
6. Whither Thou Goest (Paul & Ford)
7. Mambo Italiano (R. Clooney)
8. My Own True Love (Johnny Desmond)
9. All Of You (Connie Russell)
10. No More (DeJohns)

Jay Clark

WAVZ—New Haven, Conn.

1. Teach Me Tonight (DeCastros)
2. Naughty Lady (Ames Bros.)
3. Make Yourself Comfortable (Sarah Vaughan)
4. That's All I Want (Jaye P. Morgan)
5. Mr. Sandman (Chordettes)
6. Dim, Dim The Lights (Haley)
7. I Need You Now (E. Fisher)
8. This Ole House (R. Clooney)
9. Hearts Of Stone (Goofers)
10. Home For The Holidays (Perry Como)

Jerry Nesler

KCBQ—San Diego, Calif.

1. Mr. Sandman (Chordettes)
2. Mambo Italiano (R. Clooney)
3. I Need You Now (E. Fisher)
4. Shake, Rattle And Roll (Bill Haley)
5. Make Yourself Comfortable (Sarah Vaughan)
6. Whither Thou Goest (Paul & Ford)
7. Naughty Lady (Ames Bros.)
8. That's All I Want (Morgan)
9. If I Give My Heart To You (Doris Day)
10. White Christmas (B. Crosby)

Robin Seymour

WKMH—Dearborn, Mich.

1. Let Me Go, Lover (J. Weber)
2. Hearts Of Stone (Fontanes)
3. Make Yourself Comfortable (Sarah Vaughan)
4. Santo Natale (D. Whitfield)
5. Sincerely (McGuire)
6. Melody Of Love (D. Carroll)
7. Home For The Holidays (Perry Como)
8. No Man Is An Island (Cornell)
9. Open Up Your Heart (Cowboy Church Choir)
10. Funny Thing (Tony Bennett)

Chuck Norman

WIL—St. Louis, Mo.

1. Let Me Go, Lover (J. Weber)
2. Naughty Lady (Ames Bros.)
3. Mr. Sandman (Chordettes)
4. Home For The Holidays (Perry Como)
5. Make Yourself Comfortable (Sarah Vaughan)
6. That's All I Want (J. Morgan)
7. That's What I Like (Don, Dick & Jimmy)
8. Dim, Dim The Lights (Haley)
9. Teach Me Tonight (DeCastros)
10. Hearts Of Stone (Fontanes)

Robb Thomas

WEMP—Milwaukee, Wis.

1. Let Me Go, Lover (J. Weber)
2. There's No Happiness For Me (Joyce Taylor)
3. Hearts Of Stone (Fontanes)
4. Runaround (Three Chuckles)
5. Mr. Sandman (Chordettes)
6. Song From Desiree (Anna Marie Alberghetti)
7. Unsuspecting Heart (Stevens)
8. No More (DeJohns)
9. Make Yourself Comfortable (Sarah Vaughan)
10. Gee But You Gotta Come Home (Guy Mitchell)

Gene Stuart

WABC—New York, N. Y.

1. Let Me Go, Lover (J. Weber)
2. Make Yourself Comfortable (Sarah Vaughan)
3. Unsuspecting Heart (Terri Stevens)
4. No More (DeJohns)
5. I'm Gonna Live Till I Die (Frank Sinatra)
6. Mr. Sandman (Chordettes)
7. If I'm Lucky (Carmen McRae)
8. Idle Gossip (Tony Alamo)
9. Papa Loves Mambo (P. Como)
10. George (Dolores Hawkins)

Allan Berg

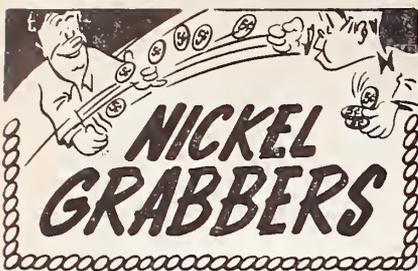
KRKD—Los Angeles, Calif.

1. Let Me Go, Lover (J. Weber)
2. Mr. Sandman (Chordettes)
3. Naughty Lady (Archie Bleyer)
4. Teach Me Tonight (H. Grayco)
5. Cara Mia (David Whitfield)
6. Count Your Blessings (Bing Crosby)
7. Hearts Of Stone (Fontanes)
8. Make Yourself Comfortable (King Vaughan)
9. St. Louis Blues Mambo (Richard Maltby)
10. No More (McGuire)

Roger Clark

WNOR—Norfolk, Va.

1. Let Me Go, Lover (Weber Brewer)
2. Make Yourself Comfortable (Sarah Vaughan)
3. Tara's Theme (LeRoy Holmes)
4. Hearts Of Stone (Fontanes)
5. Muskrat Ramble (McGuire)
6. Mr. Sandman (Chordettes/Four Aces)
7. Always You (Betty Madigan)
8. That's What I Like (Don, Dick & Jimmy)
9. White Christmas (B. Crosby)
10. Without Love (Eileen Barby)



NICKEL GRABBERS

THE CHARMS

"LING, TING, TONG"

"BAZOOM"

DELUXE 6076

"HEARTS OF STONE"

"WHO KNOWS"

DELUXE 6062

THE MIDNIGHTERS

"STINGY LITTLE THING"

"TELL THEM"

FEDERAL 12202



HOWLIN' WOLF



"FORTY-FOUR"

b/w

"I'LL BE AROUND"

CHESS 1584

CHESS 4750-52 Cottage Grove Ave.
RECORD I CORP. Chicago 15, Illinois



8508 Sunset Blvd., Hollywood 46, Cal.

Stars Over Harlem

Once again it's time to say so long to the old and welcome in the new, which already shows signs of being one of the best years yet for the record biz. Release after release have been pouring into the racks. Some bright new artists, others by those whaling, consistent hitmakers who already enjoy the tasty things that go with being a star. Faye Adams' first '55 "Anything For A Friend" pressing really off to a sensational start. Ruth Brown's "Ever Since My Baby's Been Gone" looks like another lulu for the swinging lassie who continues to set the pace for the ladies who give out with the sharps and flats. Ivory Joe Hunter back on the scenes again via the record route, and much to the Harlemites delight. His "Mambo" platter deal should place the smiling gent once again in the division that sports the names of the top money makers. Ray Charles, who never fails to turn in a sizzling performance, reads like a champion. His "Come Back" and "I've Got A Woman" thrillers. Gene and Eunice and "Ko-Mo-Mo" a smashing success. "Sincerely" and "So All Alone" featuring the talented plus Moonglows and Moonlighters respectively, still two of the sweetest ditties currently gracing the musical horizon. Roy Hamilton's "Hurt" soother growing and growing. Same goes for "Thinking Of You," the latest Fats Domino effort. Willie Mabon and "Poison Ivy" spreading like crazy. The Jewels and The Charms running neck and neck for top "Hearts Of Stone" uptown honors. . . . Changing the pace and mood for a brief moment offers us the chance to report that all uptowners were more than shocked at learning of the recent Johnny Ace incident. The After Hours Record Bar which is managed by one of the late performers close associates had the store's players spinning constantly the works of Ace. Many teen-ager dolls shed tears at learning of Johnny's death. . . . First it was "The Letter" b/w "Buick 59" and now it's The Medallions "Telegram" and "Coupe De Ville" waxings that's getting the many many calls. . . . Billy Williams, his Quartette and "Love Me" one of the nicest ever for deserving Billy-boy. . . . The Midnighters "Stingy Thing" picking up mad-like. Keep an awake peeper open for Danny Overbea and his "Toast To Lovers" cool one. It's loaded. . . . The Harptones' "Since I Fell For You" and Rivileers' "Sentimental Reasons" two of the holiday seasons nicest. . . . The Solitaires' "Ghost Of A Chance," The Mellows' "Smoke From Your Cigarette," Joan Weber "Lover" deal tugging away and away at the heartstrings. . . . Roy Milton's "Tell It Like It Is" making with the thunderous sounds. . . . Charles Brown and "Let's Walk," oh so bouncy. . . . B. B. King revives two old rock and roll favorites entitled "Sneakin' Around" and "Everyday I Have The Blues" which makes his throng of fans happy. . . . Otis Blackwell's "Daddy Rollin' Stone" item given another chance and selling, selling and selling. . . . Miles Davis' groovy "Four" slicing snatching the many coins. . . . James Moody's "Moody Mood For Blues" and "Jack Raggs" instrumentals two of the nicest cool sides around. . . . Erroll Garner hot again with his "Small Hotel" and "Misty" duo. . . . The jazz buyers also like Lucky Thompson's "Moonlight In Vermont" reading. . . . Perez Prado and "Tom Cat Mambo" has 'em moving about like a kitten with a cotton ball.

THE CASH BOX

in
NEW YORK CITY

in
CHICAGO

in
NEW ORLEANS

The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators In New York City, Chicago and New Orleans.

1 TEACH ME TONIGHT Dinah Washington (Mercury 70497)	YOU UPSET ME BABY B. B. King (RPM 416)	WHITE CHRISTMAS Clyde McPhatter & Drifters (Atlantic 1048)
2 EARTH ANGEL Penguins (Dootone 348)	TEACH ME TONIGHT Dinah Washington (Mercury 70497)	RECONSIDER BABY Lowell Fulson (Checker 804)
3 SINCERELY Moonglows (Chess 1581)	HURT Roy Hamilton (Epic 9086)	LAST NIGHT Little Walter (Checker 805)
4 TWEEDLE DEE Lavern Baker (Atlantic 1047)	RECONSIDER BABY Lowell Fulson (Checker 804)	EARTH ANGEL Penguins (Dootone 348)
5 HURT Roy Hamilton (Epic 9086)	EARTH ANGEL Penguins (Dootone 348)	HEARTS OF STONE Charms (DeLuxe 6062)
6 WHITE CHRISTMAS Clyde McPhatter & Drifters (Atlantic 1048)	SINCERELY Moonglows (Chess 1581)	THINKING OF YOU Fats Domino (Imperial 5328)
7 MAKE YOURSELF COMFORTABLE Sarah Vaughan (Mercury 70469)	HEARTS OF STONE Charms (DeLuxe 6062)	SINCERELY Moonglows (Chess 1581)
8 KO-KO-KO Gene & Eunice (Combo 64)	LING, TING, TONG Five Keys (Capitol 2945)	TWEEDLE DEE Lavern Baker (Atlantic 1047)
9 FOR SENTIMENTAL REASONS Rivileers (Baton 207)	POISON IVY Willie Mabon (Chess 1580)	YOU UPSET ME BABY B. B. King (RPM 416)
10 HEARTS OF STONE Charms (DeLuxe 6062) Jewels (R & B 1301)	MAKE YOURSELF COMFORTABLE Sarah Vaughan (Mercury 70469)	POISON IVY Willie Mabon (Chess 1580)

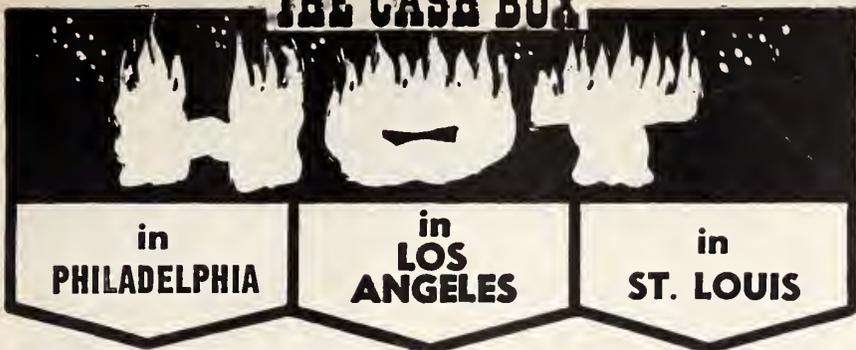
in
SAN FRANCISCO

in
NEWARK

in
MEMPHIS

1 RECONSIDER BABY Lowell Fulson (Checker 804)	EARTH ANGEL Penguins (Dootone 348)	HEARTS OF STONE Charms (DeLuxe 6062)
2 YOU UPSET ME BABY B. B. King (RPM 416)	SINCERELY Moonglows (Chess 1581)	TWEEDLE-DEE Lavern Baker (Atlantic 1047)
3 TEACH ME TONIGHT Dinah Washington (Mercury 70497)	POISON IVY Willie Mabon (Chess 1580)	LAST NIGHT Little Walter (Checker 805)
4 I'M READY Muddy Waters (Chess 1579)	TWEEDLE DEE Lavern Baker (Atlantic 1047)	SINCERELY Moonglows (Chess 1581)
5 HURTS ME TO MY HEART Faye Adams (Herald 434)	YOU UPSET ME BABY B. B. King (RPM 416)	RECONSIDER BABY Lowell Fulson (Checker 804)
6 HURT Roy Hamilton (Epic 9086)	BAZOOM (I NEED YOUR LOVIN') Charms (DeLuxe 6076)	POISON IVY Willie Mabon (Chess 1580)
7 HEARTS OF STONE Charms (DeLuxe 6062)	NEVER LET ME GO Johnny Ace (Duke 132)	OH BUT SHE DID Opals (Apollo 462)
8 EARTH ANGEL Penguins (Dootone 348)	I LOVE YOU MADLY Charlie & Ray (Herald 438)	I LOVE YOU MADLY Charlie & Ray (Herald 438)
9 MAMBO BABY Ruth Brown (Atlantic 1044)	HEARTS OF STONE Charms (DeLuxe 6062)	BABY, LET'S PLAY HOUSE Arthur Gunter (Excello 2047)
10 SINCERELY Moonglows (Chess 1581)	MAMBO BABY Ruth Brown (Atlantic 1044)	WHITE CHRISTMAS Clyde McPhatter & Drifters (Atlantic 1048)

THE CASH BOX



Coming Up In R & B

Listed Alphabetically

EVERY DAY I HAVE THE BLUES SNEAKIN' AROUND

B. B. King
(RPM 421)

Atlanta, Cincinnati, Los Angeles, Nashville, St. Louis

FOR SENTIMENTAL REASONS

Rivileers
(Baton 207)

New York

STINGY LITTLE THING

Midnighters
(Federal 12202)

Atlanta, Detroit, Philadelphia, St. Louis

The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Dallas, Los Angeles and Other Cities Listed.

- 1 SINCERELY
Moonglows
(Chess 1581)
- 2 HEARTS OF STONE
Charms
(DeLuxe 6062)
- 3 TEACH ME TONIGHT
Dinah Washington
(Mercury 70497)
- 4 LING, TING, TONG
Five Keys
(Capitol 2945)
- 5 EARTH ANGEL
Ruth Brown
(Dootone 348)
- 6 SHOO-DOO-BE-DOO
Bobby Lester & Moonlighters
(Checker 806)
- 7 HURT
Roy Hamilton
(Epic 9086)
- 8 WHITE CHRISTMAS
Clyde McPhatter & Drifters
(Atlantic 1048)
- 9 YOU UPSET ME BABY
B. B. King
(RPM 416)
- 10 STINGY LITTLE THING
Midnighters
(Federal 12202)

- SINCERELY
The Moonglows
(Chess 1581)
- RECONSIDER BABY
Lowell Fulson
(Checker 804)
- EARTH ANGEL
The Penguins
(Dootone 348)
- SHOO-DOO-BE-DOO
Bobby Lester & Moonlighters
(Checker 806)
- TEACH ME TONIGHT
Dinah Washington
(Mercury 70497)
- TWEEDLE-DEE
Lavern Baker
(Atlantic 1047)
- YOU UPSET ME BABY
B. B. King
(RPM 416)
- EVERY DAY
I HAVE THE BLUES
B. B. King
(RPM 421)
- WHITE CHRISTMAS
Clyde McPhatter & Drifters
(Atlantic 1048)
- HURT
Roy Hamilton
(Epic 9086)

- TEACH ME TONIGHT
Dinah Washington
(Mercury 70497)
- HEARTS OF STONE
Charms
(DeLuxe 6062)
- YOU UPSET ME BABY
B. B. King
(RPM 416)
- RECONSIDER BABY
Lowell Fulson
(Checker 804)
- POISON IVY
Willie Mabon
(Chess 1579)
- LAST NIGHT
Little Walter
(Checker 805)
- EARTH ANGEL
Penguins
(Dootone 348)
- SINCERELY
Moonglows
(Chess 1581)
- BLUES ALL AROUND
MY HEAD
Memphis Slim
(United 186)
- TWEEDLE DEE
Lavern Baker
(Atlantic 1047)

- 1 HEARTS OF STONE
Charms
(DeLuxe 6062)
- 2 EARTH ANGEL
Penguins
(Dootone 348)
- 3 SINCERELY
Moonglows
(Chess 1581)
- 4 WHITE CHRISTMAS
Clyde McPhatter & Drifters
(Atlantic 1048)
- 5 YOU UPSET ME, BABY
B. B. King
(RPM 416)
- 6 TEACH ME TONIGHT
Dinah Washington
(Mercury 70497)
- 7 RECONSIDER BABY
Lowell Fulson
(Checker 804)
- 8 TWEEDELE DEE
Lavern Baker
(Atlantic 1047)
- 9 HURT
Roy Hamilton
(Epic 9086)
- 10 POISON IVY
Willie Mabon
(Chess 1580)
- 11 LING, TING, TONG
Five Keys
(Capitol 2945)
- 12 MAMBO BABY
Ruth Brown
(Atlantic 1044)
- 13 I'M READY
Muddy Waters
(Chess 1579)
- 14 LAST NIGHT
Little Walter
(Checker 805)
- 15 HURTS ME TO
MY HEART
Faye Adams
(Herald 434)



- 1 HEARTS OF STONE
Charms
(DeLuxe 6062)
- 2 EARTH ANGEL
Penguins
(Dootone 348)
- 3 SINCERELY
Moonglows
(Chess 1581)
- 4 TWEEDELE DEE
Lavern Baker
(Atlantic 1047)
- 5 LING, TING, TONG
Five Keys
(Capitol 2945)
- 6 YOU UPSET ME BABY
B. B. King
(RPM 416)
- 7 RECONSIDER BABY
Lowell Fulson
(Checker 804)
- 8 I'M READY
Muddy Waters
(Chess 1579)
- 9 MAMBO BABY
Ruth Brown
(Atlantic 1044)
- 10 STINGY LITTLE THING
Midnighters
(Federal 12202)

- HEARTS OF STONE
Chorms
(DeLuxe 6062)
- YOU UPSET ME BABY
B. B. King
(RPM 416)
- RECONSIDER BABY
Lowell Fulson
(Checker 804)
- POISON IVY
Willie Mabon
(Chess 1580)
- BABY, LET'S
PLAY HOUSE
Arthur Gunter
(Excella 2047)
- I'M READY
Muddy Waters
(Chess 1579)
- WHITE CHRISTMAS
Clyde McPhatter & Drifters
(Atlantic 1048)
- SINCERELY
Moonglows
(Chess 1581)
- TWEEDLEE DEE
Lavern Baker
(Atlantic 1047)
- MAMBO BABY
Ruth Brown
(Atlantic 1044)

- TEACH ME TONIGHT
Dinah Washington
(Mercury 70497)
- HEARTS OF STONE
Chorms
(DeLuxe 6062)
- HURT
Roy Hamilton
(Epic 9086)
- YOU UPSET ME BABY
B. B. King
(RPM 416)
- WHITE CHRISTMAS
Clyde McPhatter & Drifters
(Atlantic 1048)
- RECONSIDER BABY
Lowell Fulson
(Checker 804)
- SINCERELY
Moonglows
(Chess 1581)
- I DON'T HURT
ANYMORE
Dinah Washington
(Mercury 70439)
- MAKE YOURSELF
COMFORTABLE
Sarah Vaughan
(Mercury 70469)
- TWEEDLE DEE
Lavern Baker
(Atlantic 1047)

YOUR BEST BUYS

1955's First Smash Hit!

"DEEP FREEZE"

b/w

"I'LL NEVER GET OVER YOU"

by

THE ROAMERS

Savoy 1147

SAVOY RECORD CO., INC.
33 Market St., Newark, N. J.

DANNY OVERBEA

"A TOAST TO LOVERS"

b/w

"MY LOVE"

CHECKER 808

Checker RECORD CO.
4750-52 Cottage Grove Ave.
Chicago 15, Illinois

Breaking Big!

"YOU DON'T HAVE TO GO"

BY JIMMY REED

VEE-JAY 119

Vee-Jay RECORDS, INC.
4747 Cottage Grove Ave.
Chicago 15, Illinois

A Great New Spiritual!

"WHAT COULD I DO"

b/w

"SWEET HOUR OF PRAYER"

by The Spirit of Memphis

PEACOCK # 1734

PEACOCK RECORDS, Inc.
2809 Erastus Street,
Houston 26, Texas

Autry's 25th Anniversary



An impressive plaque commemorating his twenty-fifth year as a Columbia recording star and "America's Favorite Singer Of American Songs," is presented to Gene Autry (right) by James B. Conkling, president of Columbia Records, on January 2nd on Autry's CBS Radio program.

Gene is said to have sold more records over a longer period of time than any artist in any phase of the industry. More than 35,000,000 disks featuring his singing voice have been purchased since 1930—enough, if stacked, to make a pile nearly 60 miles high.

Gene's recording of "Rudolph The Red Nosed Reindeer," is now reported approaching the four million mark in sales.

Gene Autry is credited with entertaining more youngsters and adults than any other star in show business. For 20 years he's been making movies. For 15 years he's been a CBS Radio star. For almost that long, too, he's been bringing the traditional flavor of the West to the entire country with rodeo shows. Gene Autry was also the first top-ranking entertainer to make movies expressly for television.

"Stick to it, young fella, and you'll make something of yourself."

These prophetic words, spoken by the late humorist, Will Rogers, one cold winter evening in a small railroad station at Chelsea, Oklahoma, turned out to be a monumental understatement.

The "young fella" who followed Rogers' advice was an amateur guitarist and crooner by the name of Gene Autry. He stuck with his instrument, and the simple appealing songs of his western homeland, to become one of America's favorite cowboys—on recordings, radio and television and a western screen idol without peer.

Gene Autry was born of simple, rugged pioneer stock on a ranch near Tioga, Texas. While still very young, his family settled in Oklahoma. His father was a cattle buyer, and the young cowboy spent most of his after-school hours helping with the stock and other chores around the farm.

On Sundays, Autry sang in the church choir where his grandfather was minister. Occasionally, he earned spending money singing at local en-

tertainments. Later, he broadened his "act" by investing in a mail order guitar, which he taught himself to play.

As he grew older, Gene felt the lure of the rails. By the time he was 18, he was relief telegrapher on the St. Louis-San Francisco line. It was here that he met Will Rogers, who had dropped in to send a telegram.

In those days—as is the case now,—a hit phonograph record was the quickest way to fame and fortune, and Autry took advantage of his railroad pass to make his bid to fame and fortune.

His first trip to New York and the recording companies gained him only some sound advice in a sympathetic interview: "Go home, get a job on your local radio station, get some more experience, and then come back."

Billed as "Oklahoma's Singing Cowboy" on Station KVOO in Oklahoma City, Gene yodeled himself into something of a local sensation. The following year, he returned to New York and won a Columbia Records' contract. Big time radio followed and then motion pictures.

One song, "That Silver-Haired Daddy Of Mine," played a large part in Autry's rise to fame. Gene and a friend, Jimmy Long, wrote it, and its popularity helped him to get one of his major breaks, a radio show in Chicago. The Columbia recording of the tune has sold over a million copies. In all, he has written over 200 songs, including ballads, novelties, blues, patriotic hymns, and children's jingles.

Busy Chordettes

NEW YORK — The Chordettes, whose Cadence disk "Mr. Sandman" is reported to have topped the million mark, have a big month of personal appearances skedded for this month. On January 4th, the girls will appear on an NBC-TV network show, then they will head to Milwaukee to headline that city's Cerebral Palsy Benefit Show. They will return east on January 10th to get their first crack at nightclub audiences when they headline the show at Chubby's in Camden for a week. On opening night, Archie Bleyer, prexy of Cadence, will present the girls with a gold disk.

THE CASH BOX

Country Disk Jockey

REGIONAL RECORD REPORTS



Bob McKeenan
KCNA—Tucson, Ariz.

1. This Ole House (St. Hamblen)
2. King Of A Lonely Castle (Ferlin Huskey)
3. Loose Talk (Carl Smith)
4. You're Not Mine Anymore (Webb Pierce)
5. More And More (W. Pierce)
6. One By One (Foley & Foley)
7. They Were Doin' The Mambo (Tommy Williams)
8. If You Don't (Jimmy & Johnny)
9. Carefree Moments (Wilburn Bros.)
10. More Than Anything Else (Carl Smith)

Mack Sanders
KFBI—Wichita, Kans.

1. More And More (W. Pierce)
2. Loose Talk (Carl Smith)
3. I Don't Hurt Anymore (Hank Snow)
4. Christmas Can't Be Far Away (Eddy Arnold)
5. Carefree Moments (Wilburn Bros.)
6. Let Me Go, Lover (J. Carter)
7. You're Not Mine Anymore (Webb Pierce)
8. This Ole House (St. Hamblen)
9. Doubtful Heart (J. Pierson)
10. Angel Of Death (Williams)

Larry Regan
WTSP—New Orleans, La.

1. I Feel Like Cryin' (Fairburn)
2. Next Voice You Hear (Snow)
3. More And More (W. Pierce)
4. Sidetracked (Bill Cason)
5. If You Ain't Lovin' (Young)
6. Nice To Be Living (Strength)
7. Is It Or Is It Ain't (Baker)
8. New Green Light (Thompson)
9. Loose Talk (Carl Smith)
10. Christmas Can't Be Far Away (Eddy Arnold)

Jolly Cholly
WWEZ—New Orleans, La.

1. Hearts Of Stone (Red Foley)
2. Daydreamin' (8. Deckleman)
3. I Feel Like Cryin' (Fairburn)
4. Let Me Go, Lover (H. Snow)
5. I Can See An Angel (P. Pike)
6. Sidetracked (Bill Cason)
7. She Done Give Her Heart To Me (Sonny James)
8. If You Don't (Jimmy & Johnny)
9. Time Goes By (M. Robbins)
10. More Than Anything Else (Carl Smith)

Clay Eager
XERF—Del Rio, Tex.

1. More And More (Pierce)
2. This Is The Thanks I Get (Eddy Arnold)
3. Loose Talk (Carl Smith)
4. If You Ain't Lovin' (Young)
5. This Ole House (Hamblen)
6. I Don't Hurt Anymore (Snow)
7. What'cha Gonna Do Now (Tommy Collins)
8. If You Don't (Jimmy & Johnnie)
9. Thou Shall Not Steal (Wells)
10. Beware Of It (Johnny & Jack)

Jim Wilson
WHOO—Orlando, Fla.

1. More And More (W. Pierce)
2. This Is The Thanks I Get (Eddy Arnold)
3. Company's Comin' (Wagoner)
4. If You Don't (Jimmy & Johnny)
5. More Than Anything Else (Carl Smith)
6. I Don't Hurt Anymore (Snow)
7. Let Me Go, Lover (Snow)
8. New Green Light (Thompson)
9. Maybe She Would Like To Know (Fred Baker)
10. Journey's End (E. Tubb)

Billy "The Kid" Stanley
WNOE—New Orleans, La.

1. I Feel Like Cryin' (Fairburn)
2. Loose Talk (Carl Smith)
3. If You Ain't Lovin' (Young)
4. This Is The Thanks I Get (Eddy Arnold)
5. More And More (W. Pierce)
6. Beware Of It (Johnny & Jack)
7. I Don't Hurt Anymore (Hank Snow)
8. More Than Anything Else (Carl Smith)
9. If You Don't (Jimmy & Johnnie)
10. The Mainest' Thing (Carlises)

"Chuckwagon Chuck" Nichols
KOWB—Laramie, Wyo.

1. Out Behind The Barn (Jimmy Dickens)
2. Walkin' In The Snow (Penny Thompson)
3. Courtin' In The Rain (Tyler)
4. Hillbilly Heaven (Eddie Dean)
5. What'cha Gonna Do Now (Tommy Collins)
6. I'm Your Private Santa Claus (Eddy Arnold)
7. Penny Candy (Jim Reeves)
8. I Fell Out Of A Christmas Tree (Rita Faye)
9. One By One (Foley & Wells)
10. This Ole House (St. Hamblen)

Joe Morris
WOIC—Columbia, S. C.

1. More And More (W. Pierce)
2. Loose Talk (Carl Smith)
3. If You Ain't Lovin' (Young)
4. New Green Light (Thompson)
5. If You Don't (Jimmy & Johnny)
6. You're Not Mine Anymore (Webb Pierce)
7. Penny Candy (Jim Reeves)
8. This Is The Thanks I Get (Eddy Arnold)
9. I Don't Hurt Anymore (Snow)
10. Carefree Moments (Wilburn Bros.)

Paul Kallinger
XERF—Del Rio, Tex.

1. More And More (W. Pierce)
2. Loose Talk (Carl Smith)
3. Penny Candy (Jim Reeves)
4. This Is The Thanks I Get (Eddy Arnold)
5. If You Ain't Lovin' (Young)
6. Beware Of It (Johnny & Jack)
7. One By One (Foley & Wells)
8. Let Me Go, Lover (H. Snow)
9. This Ole House (St. Hamblen)
10. Even Tho (Webb Pierce)

Bill Thornton
KRLW—Walnut Ridge, Ark.

1. More And More (W. Pierce)
2. This Ole House (St. Hamblen)
3. If You Don't (Jimmy & Johnnie)
4. Penny Candy (Jim Reeves)
5. Hearts Of Stone (Louie Innis)
6. Beware Of It (Johnny & Jack)
7. Are You Mine (Tall/Wright)
8. Company's Coming (Porter Wagoner)
9. Mr. Sandman (Chet Atkins)
10. Time Goes By (M. Robbins)

Dal Stallard
KCMO—Kansas City, Mo.

1. Loose Talk (Carl Smith)
2. The Next Voice You Hear (Hank Snow)
3. If You Don't (Jimmy & Johnny)
4. One By One (Foley & Wells)
5. Two Glasses Joe (Tubb)
6. I Feel Better All Over (Ferlin Huskey)
7. Santy Baby (Homer & Jethro)
8. New Green Light (Thompson)
9. I Don't Hurt Anymore (Snow)
10. Don't Drop It (Terry Fell)

"Tater" Pete Hunter
KRCT—Baytown, Tex.

1. Time Goes By (Robbins)
2. I Love You Mostly (Frizzell)
3. Are You Mine (Lorrie & DeVal)
4. If You Ain't Lovin' (Young)
5. One By One (Foley & Wells)
6. I've Forgotten You (Snow)
7. I'll Be Walkin' The Floor This Ymas (Ernest Tubb)
8. Never (The Turtles)
9. More And More (Pierce)
10. Please Think Of Me (Terry)

Len Ellis
WJOB—Hammond, Ind.

1. More And More (Pierce)
2. I Don't Hurt Anymore (Snow)
3. If You Ain't Lovin' (Young)
4. Loose Talk (Carl Smith)
5. Open Up Your Heart (Cowboy Church Choir)
6. New Green Light (Thompson)
7. Little Tom (Ferlin Huskey)
8. Blue Moon (Bill Monroe)
9. I Hope My Divorce Is Never Granted (Kitty Wells)
10. Let Me Be The First To Know (Wilburn Bros.)

Jim Price
WORZ—Orlando, Fla.

1. More Than Anything Else (Carl Smith)
2. If You Ain't Lovin' (Young)
3. You're Not Mine Anymore (Webb Pierce)
4. Let Me Be the First To Know (Wilburn Bros.)
5. Let Me Go, Lover (H. Snow)
6. Beware Of It (Johnny & Jack)
7. Peaches And Cream (Pee Wee King)
8. Company's Coming (Porter Wagoner)
9. Look, Look, Look (Dickerson)
10. Time Goes By (M. Robbins)

Lee Sutton
WWVA—Wheeling, W. Va.

1. Lights Are Growing Dim (Harvie June Van)
2. I'm Your Private Santa Claus (Eddy Arnold)
3. More And More (W. Pierce)
4. I Forgot To Remember (Sonny James)
5. Loose Talk (Carl Smith)
6. Beware Of It (Johnny & Jack)
7. If You Ain't Lovin' (Young)
8. Christmas Can't Be Far Away (Eddy Arnold)
9. I Didn't Know (M. Wiseman)
10. Poison Lies (Stanley Bros.)

Jack Burman
WWEZ—New Orleans, La.

1. I Feel Like Cryin' (Fairburn)
2. Loose Talk (Carl Smith)
3. More And More (W. Pierce)
4. Nice To Be Living (Strength)
5. Is It Or Is It Ain't (Baker)
6. New Green Light (Thompson)
7. Beware Of It (Johnny & Jack)
8. Sidetracked (Bill Cason)
9. If You Ain't Lovin' (Young)
10. Christmas Can't Be Far Away (Eddy Arnold)

F. M. Smith
WFOR—Hattiesburg, Miss.

1. I Feel Better All Over (Ferlin Huskey)
2. Hearts Of Stone (Red Foley)
3. If You Ain't Lovin' (Young)
4. This Ole House (Hamblen)
5. Beware Of It (Johnnie & Jack)
6. You Upset Me Baby (Smith)
7. Little Tom (Ferlin Huskey)
8. Tomorrow I'll Cry (Davis Sisters)
9. Sure Fire Kisses (Hill & Tubb)
10. Roman Candles (Stewart)

Jimmy Hutsell
WLAR—Athens, Tenn.

1. Blackeyed Joes (Dickens)
2. Mr. Sandman (Chet Atkins)
3. This Is The Thanks I Get (Eddy Arnold)
4. Loose Talk (Carl Smith)
5. More And More (Pierce)
6. This Ole House (Hamblen)
7. I Don't Hurt Anymore (Snow)
8. If You Ain't Lovin' (Young)
9. The Mainest' Thing (The Carlises)
10. The Go Between (Robbins)

Dave Walshak
KCTI—Gonzales, Tex.

1. Are You Mine (Lorrie & DeVal)
2. Loose Talk (Carl Smith)
3. That's All Right (Presley)
4. I Love You Mostly (Frizzell)
5. Hearts Of Stone (Wells)
6. Let Me Go, Lover (Snow)
7. Mr. Sandman (Mervin Shiner)
8. Sure Fire Kisses (Hill & Tubb)
9. Hey Whatta Y'say (Al Terry)
10. If You Ain't Lovin' (Young)

Carl Stuart
WCOP—Boston, Mass.

1. More And More (W. Pierce)
2. I Don't Hurt Anymore (Snow)
3. If You Ain't Lovin' (Young)
4. One By One (Foley & Wells)
5. Padre Of Ole San Antone (Jim Reeves)
6. This Is The Thanks I Get (Eddy Arnold)
7. More Than Anything Else In The World (Ferlin Huskey)
8. I Feel Better All Over (Ferlin Huskey)
9. Beware Of It (Johnny & Jack)
10. Are You Mine (Wright & Tall)

**LESTER FLATT-
EARL SCRUGGS**
SING
"TILL THE END OF
THE WORLD ROLLS
AROUND"
COLUMBIA
DRIFTWOOD MUSIC CO., INC.
NASHVILLE TENN.

TOMMY COLLINS
sings
"UNTIED"
and
"BOOB-I-LAK"
Capitol # 3017
CENTRAL SONGS, INC.
6308 Sunset Blvd.
Hollywood 28, Calif.

THE CASH BOX
Reports
THE NATION'S
BIG 10
Country
JUKE BOX TUNES

Eddy Arnold Has Sold More Than 30,000,000 Records In 10 Years



EDDY ARNOLD

NEW YORK—One of the top country-western singers in the country today is RCA Victor's Eddy Arnold. This is the gent that goes by the name of the Tennessee Plowboy, but he looks more like a New York Cadillacboy.

Eddy Arnold has proven that there's a world of difference between the Broadway idea of hillbilly music and the down-to-earth folk music he sings so well.

The authentic flavor of his songs has the warm sincerity and earnest appeal of the simple farm country from which they stem. Undoubtedly they strike a responsive chord in listeners everywhere because Eddy gets heaps of mail from places like New York, Chicago, Cleveland, Los Angeles and even Hawaii. And where there's mail there's people, so you can bet that the city slickers like the way Arnold sings a song. They like him so much, in fact, that since he cut his first record ten years ago he has sold over 30,000,000!

Now RCA Victor, in honor of his 10th anniversary with the company, is issuing a deluxe commemorative album titled "An American Institution." The package, available on one 10" long playing or two extended play records, contains ten favorite country tunes made famous by other artists during the last ten years. It includes

such hits as "Cold, Cold Heart;" "You Can't Be True, Dear;" and "Tennessee Waltz"—all recorded for the first time by Eddy and sung with the familiar Arnold charm and simplicity.

It has been said that the reason Eddy sings folk music so well is that he doesn't pretend to be anything except what he is: a farmboy whose musical knowledge is self taught, and who sings with his heart and soul instead of with musical and vocal gimmicks.

As in the cases of other success stories, Eddy's early career was dotted with some trying times. At eight he got an old mouth harp—the only toy he ever owned, which he eventually taught himself to play. A couple of years later he managed to squeeze enough extra money to buy himself a guitar from an old broken-down fiddle player. The instrument cost him two dollars, and before long he was spending his evenings playing guitar at square dances.

After a long series of local personal and radio appearances, his big break came when he got a job as singer with Pee Wee King and his Golden West Cowboys. By 1943 Eddy had sufficiently established his popularity to strike out on his own. Since then his fame has increased steadily, and he holds to his credit many successful appearances on network radio and TV programs plus two motion pictures for Columbia in Hollywood.

The strange thing about Eddy is that he seems to build up city audiences by sticking to the country. When not working, Eddy lives the quiet life of a gentleman farmer on his 107-acre farm in Brentwood, Tennessee. Brought up amid the background of the Great Smoky and Blue Ridge mountains, he always was and still is a son of the great outdoors. He rarely leaves his home and his wife and two children and seldom makes personal appearances.

"When the spirit moves me," he says, "I play a few theaters, a night club or a hotel room."

The spirit moves infrequently these days. But his records always move fast.

- 1** MORE AND MORE
Webb Pierce
(Decca 29252; 9-29252)
- 2** I DON'T HURT ANYMORE
Hank Snow
(RCA Victor 20-5698; 47-5698)
- 3** LOOSE TALK
Carl Smith
(Columbia 21317; 4-21317)
- 4** NEW GREEN LIGHT
Hank Thompson
(Capitol 2920; F-2920)
- 5** ONE BY ONE
Kitty Wells & Red Foley
(Decca 29065; 9-29065)
- 6** IF YOU DON'T, SOMEBODY ELSE WILL
Jimmy & Johnny
(Chess 4859; 45-4859)
Ray Price
(Columbia 21315; 4-21315)
- 7** IF YOU AIN'T LOVIN'
Faron Young
(Capitol 2953; F-2953)
- 8** THIS IS THE THANKS I GET
Eddy Arnold
(RCA Victor 20-5805; 47-5805)
- 9** THIS OLE HOUSE
Stuart Hamblen
(RCA Victor 20-5739; 47-5739)
- 10** YOU'RE NOT MINE ANYMORE
Webb Pierce
(Decca 29252; 9-29252)

THE TEN COUNTRY RECORDS
DISK JOCKEYS PLAYED MOST THIS WEEK
(PLUS THE NEXT FIVE)

- | | |
|--|-------------------------------------|
| 1. MORE AND MORE | Webb Pierce (Decca) |
| 2. IF YOU AIN'T LOVIN' | Faron Young (Capitol) |
| 3. LOOSE TALK | Carl Smith (Columbia) |
| 4. I DON'T HURT ANYMORE | Hank Snow (RCA Victor) |
| 5. THIS OLE HOUSE | Stuart Hamblen (RCA Victor) |
| 6. IF YOU DON'T SOMEBODY ELSE WILL | Jimmy & Johnny (Chess) |
| 7. YOU'RE NOT MINE ANYMORE | Webb Pierce (Decca) |
| 8. ARE YOU MINE | Myrna Lorrie & Buddy DeVal (Abbott) |
| | Ginny Wright & Tom Tall (Fabor) |
| 9. LET ME GO, LOVER | Hank Snow (RCA Victor) |
| 10. COMPANY'S COMIN' | Porter Wagoner (RCA Victor) |
| 11. ONE BY ONE | |
| 12. THIS IS THE THANKS I GET | |
| 13. NEW GREEN LIGHT | |
| 14. PENNY CANDY | |
| 15. MORE THAN ANYTHING ELSE IN THE WORLD | |

CINCINNATI CUT-UPS

With the Holidays in the back of us we can now start making plans for the New Year; So my resolution shall be to give the Queen City folks a bigger and better column. If you neighbors on the party line will take time to call me at JACKSON 4544, I'll see to it that your News gets on the fire ring so all the folks will be taking the phone off the hook to listen in.

Of the new Christmas tunes receiving the most spins in this area were Eddie Arnolds (Victor) "Christmas Can't Be Far Away," and the Davis Sisters' (Victor) "Christmas Boogie." Incidentally the sisters have out a new record written by a friend of mine Billy Hays "Tomorrow Is Another Day To Cry" (Sounds great and should move). . . . When the George Gobel show comes to the Taft Jan. 15th, Bill Thall will be the M/C. Bill is the driver of the Mid-Western Hay Ride, and a personal friend of Gobel. . . . Saltie and Mattie Homes (Hickory) were in town to spend Christmas with Mom and Pop, they will open soon at the Golden Nuggett in Las Vegas with the Duke of Paduka. . . . The Four Coins were rushed in to take Bettie Clooney's place on the Pee-Wee King's show when she could not appear because of illness. Little Jimmie Dickens upheld the country department on the same show. . . . Dick Bruce a local Dee-Jay who returned home from New Orleans is doing a bang up job in replacing Dick Hageman on WLW-TV. . . . In January WCPO-TV will start TV-Bingo, they expect to distribute more than 600,000 cards to viewers. Colin Male will emcee. . . . Skeeter Bonn (Victor) has closed his barn dance which was located just out of Mt. Healthy, business was not too good. . . . Paul Dixon sent along greetings from New York thru a friend, and says that he is really homesick for Cincinnati.

A Country Hit
RED SOVINE
sings
"OUTLAW"
DECCA 29335
CEDARWOOD PUB. CO.
146 7th Ave. N. Nashville, Tenn.

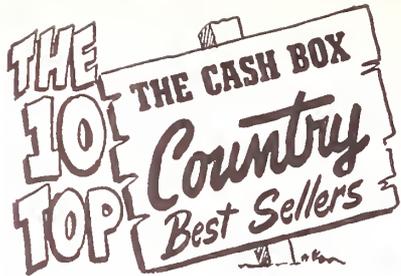
JIMMIE WILLIAMS
SINGS (ACORN 154)
"HEY, HEY, LITTLE DREAMBOAT"
*Note d.i.'s: Send for your 45
NOTICE
* Distributors Wanted
Write - Wire - Phone
ACORN RECORDS Inc.
(Phone Ja - 4544)
7771 Cheviot Rd., Cincinnati 24, O.

"THE RIGHT TO LOVE"
Recorded by
Wanda Jackson
Decca # 29253
CENTRAL SONGS, INC.
6308 Sunset Blvd.
Hollywood 28, Calif.

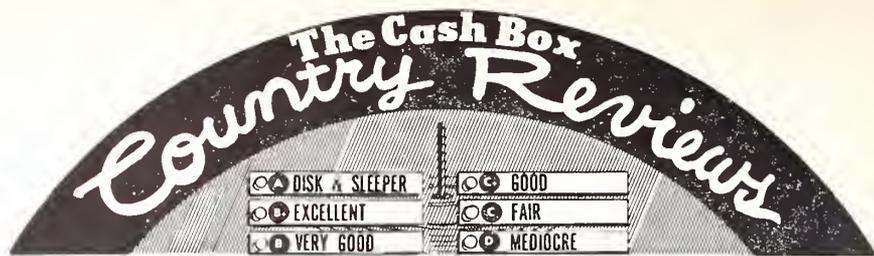
CARL SMITH
sings
"LOOSE TALK"
COLUMBIA # 21317
CENTRAL SONGS, INC.
6308 SUNSET BLVD.
HOLLYWOOD 28 CALIF.

JIMMY WORK
singing
"MAKING BELIEVE"
Dot 1221

COUSIN HERB HENSON
"TOTO THE ESKIMO"
b/w
"I'VE NEVER HEARD"
CAPITOL # 2995
CENTRAL SONGS, INC.
6308 Sunset Blvd., Hollywood 28, Calif.



1. MORE AND MORE
Webb Pierce
(Decca 29252; 9-29252)
2. LOOSE TALK
Carl Smith
(Columbia 21317; 4-21317)
3. I DON'T HURT ANYMORE
Hank Snow
(RCA Victor 20-5698; 47-5698)
4. THIS OLE HOUSE
Stuart Hamblen
(RCA Victor 20-5739; 47-5739)
5. IF YOU AIN'T LOVIN'
Faron Young
(Capitol 2953; F-2953)
6. ONE BY ONE
Kitty Wells & Red Foley
(Decca 29065; 9-29065)
7. LET ME GO, LOVER
Hank Snow
(RCA Victor 20-5960; 47-5960)
8. NEW GREEN LIGHT
Hank Thompson
(Capitol 2920; F-2920)
9. THIS IS THE THANKS I GET
Eddy Arnold
(RCA Victor 20-5805; 47-5805)
10. IF YOU DON'T, SOMEBODY ELSE WILL
Jimmy & Johnny
(Chess 4859; 45-4859)
Ray Price
(Columbia 21315; 4-21315)



"KISSES DON'T LIE" (2:39)
[Driftwood BMI—Butler, Carver]
"NO, I DON'T BELIEVE I WILL" (2:10)
[Golden West BMI—Crowe, Denny]
CARL SMITH
(Columbia 21340; 4-21340)

● Carl Smith, on the heels of a two-sided clicker, "Loose Talk" and "More Than Anything Else In The World," dishes up another pair of back to back contenders. Top portion, titled "Kisses Don't Lie," is a middle tempo heartbreaking ballad that the artist delivers in money-making fashion. Flip deck, "No, I Don't Believe I Will," is a bright, bouncery novelty flavored with Smith stylings. Both ends have the potential.

"UNTIED" (2:10)
[Central BMI—T. Collins]
"BOOB-LAK" (2:09)
[Central BMI—T. Collins]
TOMMY COLLINS
(Capitol 3017; F-3017)

● Tommy Collins, who won The Cash Box Poll as the most promising new Country artist, comes up with a new platter that has all the earmarks of another top smash for the chanter. The tune, dubbed "Untied," is a driving novelty with a tantalizing set of lyrics. Collins' delivery is sensational. Flip, "Boob-I-Lak," is a delightful up-beat tale about a little bird. Upper half can't miss.

SKEETER BONN
(RCA Victor 20-5967; 47-5967)

B+ **"MY SON, MY SON" (2:20)**
[Kassner-Jungnickel ASCAP—B. Howard, E. Calvert, M. Farley] Skeeter Bonn takes hold of the recent English click and treats it to a beautiful performance. Enchanting melody and lyrics on a tune that could break countrywise.

B **"MY BABY DOLL" (2:18)** [Hill Range BMI—G. Bonn] Flip is an original, sentimental item featuring a polished vocal-yodel by Bonn.

COTTON HENRY
(Starday 171; 45-171)

B **"LET'S BE SWEETHEARTS TONITE" (2:12)** [Starrite BMI—J. O'Neil, J. Tyler] Cotton Henry dishes up a flavorful reading on a sprightly, up-beat romantic ditty with pleasing lyrics. A catchy platter.

C+ **"TWO TIMES TWO" (2:26)** [Starrite BMI—C. Seals] Under lid is a tender, moderate beat lover's lament. Smooth string support.

TOMMY DUNCAN
(Coral 61321; 9-61321)

B **"LEAVIN' TODAY" (2:24)** [Pendulum BMI—G. Auld, P. Farnsworth] A rhythmic, quick beat, sentimental piece is spun in distinctive style by Tommy Duncan.

B- **"MY SON, MY SON" (2:03)** [Kassner-Jungnickel ASCAP—E. Calvert, M. Farley, B. Howard] Reverse slicing is the very pretty pop tune that Duncan renders in soft, sincere manner.

JIMMY MAYHUE
Hilite 106; H-106)

C+ **"TOO BIG TO PLAY WITH A DOLL" [Al Kennedy ASCAP—A. Kennedy] Jimmy Mayhue and the Rainbow Riders provide an easy string backdrop to an expressive Joe Sweeney vocal job.**

C+ **"PLEASE DON'T DIVORCE ME" [Hill & Range BMI—D. Duvall] On the bottom half Jimmy Mayhue, George Kendall and Jimmy Lynn combine voices on a moderate beat, heart rending item.**

ROB & BOB
(Decca 29336; 9-29336)

B+ **"ONE DAY LATER" (2:30)** [Cedarwood BMI—G. Walker] The inviting voices of Rob and Bob make for fine listening as the pair debut with a heartfelt, moderate tempo romantic lament. One of the boys sounds just like Webb Pierce.

B **"THE WALTZ YOU SAVED FOR ME" (2:33)** [Leo Feist ASCAP—W. King, E. Flindt, G. Kahn] Under half is a lilting, middle beat item that the duo waxes in effective fashion.

HANK TROTTER
(Cross-Country 503; 45-503)

B **"I THREW AWAY A DIAMOND" (3:17)** [Alamo ASCAP—J. Peters] The mellow tones of Hank Trotter come across in impressive manner on this moderate beat weeper. A feelingful job.

C+ **"BECAUSE-BECAUSE" (3:31)** [ASCAP—J. Peters] Trotter teams up with Billy (The Kid) on a pretty, middle tempo piece. Happy Rangers warmly assist.

BOB MARTIN
(Potter 1006; 1006-45)

C+ **"MORE THAN YOU'LL EVER KNOW" [BMI—Hiorns, Dowd] Dick Hiorns sends up a neat vocal effort as Bob Martin's Blue Bonnet Buckeroos back in relaxing fashion.**

C+ **"EASTERN STAR" [BMI—Hiorns, Star] On the under portion Hiorns, Martin and the group wax a quick moving, sentimental piece.**

THE MORGAN SISTERS
(King 1415; 45-1415)

B **"SWEET NOTHING" (2:03)** [Showcase BMI—D. Bryant] The Morgan Sisters bounce through a charming, up-tempo romantic novelty. Light-hearted lyrics combine with an engaging melody on this musical pick-me-up.

B **"MAMBO HONKY-TONK" (2:24)** [Lois BMI—Albert, Toombs, Mann] The gals again display their intriguing vocal stylings on a zestful, country-pop item.

NEWS that's UP-TO-THE-MINUTE REVIEWS of the LATEST RECORDS CHARTS compiled EVERY WEEK ADS from LEADING RECORD FIRMS, ARTISTS and PUBLISHERS
Every Week In
THE CASH BOX
ALL FOR ONLY **\$15. PER YEAR**
(52 ISSUES)

THE CASH BOX
26 West 47th Street
New York 36, N. Y.

Please enter our subscription for 1 year (52 issues) at \$15. Enclosed Our Check Please Send Us A Bill

FIRM NAME

ADDRESS

CITY ZONE STATE

Individual's Name

THE CASH BOX Country Roundup

These headliners, Carl Smith, the Duke of Paducah, Joyce Moore, and a group of Grand Ole Opry artists set for one month's appearance at the Golden Nuggett in Las Vegas, Nevada commencing Feb. 16. The Grand Ole Opry package will work the Nuggett for a month, with an option for two more months, with a different package of talent from the Opry. Roy Acuff and his Smokey Mountain Boys returned to Nashville this week after an extensive tour in Alaska, where they entertained the servicemen during the holidays, according to word from Mary Claire Rhodes of WSM's Artist Service Bureau. Grady Martin and Bobby Moore, who work with Red Foley and the "Ozark Jubilee" in Springfield, Mo. into Nashville for a visit over the holidays. Hubert Long, erstwhile manager for Faron Young and the Wilburn Brothers, has opened offices for his artists here in Nashville, locating in the Pickin' and Singin' News building, on Eight Avenue. Joe Lucas of Acuff-Rose Publications, informs us that Chuck Reed (Mercury) is coverin' the Jimmie Collie (Hickory) current release . . . "Cry Like A Baby." Departing for the road right away for work with the radio stations and distributors for the Hickory label



JOYCE MOORE

are Wesley Rose and Mel Foree. Joe Lucas is also scheduled for a road trip right away for work with the Hickory distribs. Betty Boles of WSM's program department, informs us that Carl Smith along with Johnny and Jack held the spotlight on Grand Ole Opry's NBC'er Jan. 1. Jan. 8, Ray Price and Leon Payne as guest will be featured on the network portion of the 'Opry', and on Jan. 15, Cowboy Copas with Bill Monroe as guest will be slotted for the coast-to-coast broadcast. Concluding the month, Jan. 22, Little Jimmy Dickens, with Marty Robbins as guest, will headline the network segment of the 'Opry.' FROM THE CROSSROADS OF COUNTRY MUSIC . . . Red Foley's "Ozark Jubilee" is scheduled to hit the TV network via ABC, Jan. 22. A full hour television show from 9-10 PM EST is on tap from the crossroads. Bobby Myers, who troupes with Red Foley and his Singathon, back in Springfield, Mo. after a visit with grandparents in Beaumont, Texas, over the holidays.

COUNTRY SMATTERINGS . . . Jack Tucker who is scheduled for his first label X release this month, now operating from Foreman Phillips County Barn in Baldwin Park where he is doing a weekly TV stinter. Jack last recorded for Starday records. Tom Tall and Ginny Wright (Fabor) have teamed up for a solid duet . . . "Are You Mine" and "I've Got Somebody New." Hank Thompson and his Brazo Valley Boys, along with Billy Gray set for a nine day promotion by Norm Riley. Tour opens in Atlanta, Ga. and closes in Tampa, Fla. and will cover parts of Alabama, Florida, Georgia and S. C. Riley says he thinks Thompson will break all records! There's a new country duet that shows good possibilities . . . watch 'em . . . Rob and Bob on Decca . . . their first release is "One Day Later," and "The Waltz You Saved For Me." Mary Rose Bruce expecting her first release right away, and may become a regular member of Foreman Phillips TV Show. Marion Keisker all excited about the following Elvis Presley (Sun) is building up around the country. The lad broke through in the country field with his recording of "Blue Moon of Kentucky" and is now featured as a regular on the Louisiana Hayride, Shreveport, La. Wade Ray into the limelight with his recording of "No Mama, No Papa" and "There's No Fool Like A Young Fool" . . . the latter tune being penned by Nashville songwriter, Bette Thomasson. Bill Monroe (Decca) just completed a personal appearance tour through West Virginia. Troy Martin puts in good word for Lester Flatt and Earl Scruggs recording of "Till The End Of The World Rolls Around." . . . Jim Wilson, deejay of WHOO, Orlando, Florida, began Jan. 1 programming 45's exclusively. Jim



RED SOVINE

further stated in his newsletter that he is on the look-out for a connection with another station in a more progressive market. Slick Norris of Houston, Tex. informs us that Jimmy Newman (Dot) is now doing a weekly TV Show every Friday night at 6:15 on KPLC-TV, Lake Charles, La., using his own band. Jimmy began a personal appearance tour Jan. 1 heading through New Mexico, opening in Carlsbad. Jimmy Simpson (Hidus) back in Nashville working a spot on Grand Ole Opry after tour thru California and Texas. Dolly Dearman of Cedarwood Music, Nashville, says that Red Sovine's recording of "Outlaw" is getting lots of action and the publicity is working up some special disk jockey promotion for the song. Marty Robbins just recorded the R&B tune "That's Alright, Baby" and Robbins' version has caught on in a big way with the Country trade . . . Robbin's performance of the tune on the 'Opry' has met with the highest success . . . watch this one by Marty! Murray and Martha Nash have returned to Nashville after a holiday vacation. Sid Kessel into Knoxville for the holidays. Justin Tubb back in Nashville after visit to Texas for the holidays. Chuck Reed (Mercury) set for four weeks run at the Plantation Club, Nashville. Chet Atkins (RCA Victor) receiving good reports on his version of "Mr. Sandman." Lee Sutton of WWVA, Wheeling, W. Va. into Nashville. Dal Stallard, KCMO-Kansas City, Mo., back on the scene after being hospitalized with an operation. Martha Carson, George Morgan, the Louvin Brothers, Charlie and Ira, along with the Happy Goodman Family set for tour this month thru South Carolina and Florida, according to word from X. Cosse, manager of the Martha Carson unit! The Zeke Clements proud parents of a new baby daughter, Sally Roberta!

WAX-WISE . . . Who said Friday 13th is an unlucky day? For Jimmie Rodgers Snow, born in Halifax, Nova Scotia, Feb. 6, 1934, the date—Friday, 13th, 1951 has been one of the 'luckiest' days in this young entertainer's career. For it was upon this date he made his first records for RCA Victor. The son of Hank Snow, who also records for Victor, Jimmie began his singing at the tender age of four, and one of his first public singing appearances was before a crowd of 10,000 persons while doing a guest spot on his dad's show. It

was about four years ago that Jimmie began singing professionally, and his current release is "How Do You Think I Feel" and "If You Don't Love, Why Don't You Let Me Go." For every singer, there is seemingly some encouraging factor, and no two people lend more to Jimmie's ambition than his dad and the late Jimmie Rodgers . . . whose namesake he carries. During the Jimmie Rodgers Memorial Day Celebration, Meridian, Miss., May 26, 1953, Jimmie was presented with one of the Singing Brakeman's very own guitars. Another who has possession of the Blue Yodler's guitars is Ernest Tubb . . . an ardent admirer and loyal follower of the nationally famous balladeer. Currently, Jimmie is serving in the National Guard, and following his training, Jimmie finds time to squeeze in an occasional personal appearance, sandwich in TV and Radio appearances, plus a regular schedule of recording activities. Jimmie has a pleasant sounding voice, and once you hear his recordings you'll sense immediately an understanding of the type of music he records. Jimmie's rise to the rank of other top recording stars in our field of endeavor should be accomplished within a very short time. The move to Nashville was a good one for Jimmie. As he recalled, while talking one day, "This is the first opportunity we've actually had to settle down." And as showbusiness goes, Jimmie being the son of a real trouper, his life was one

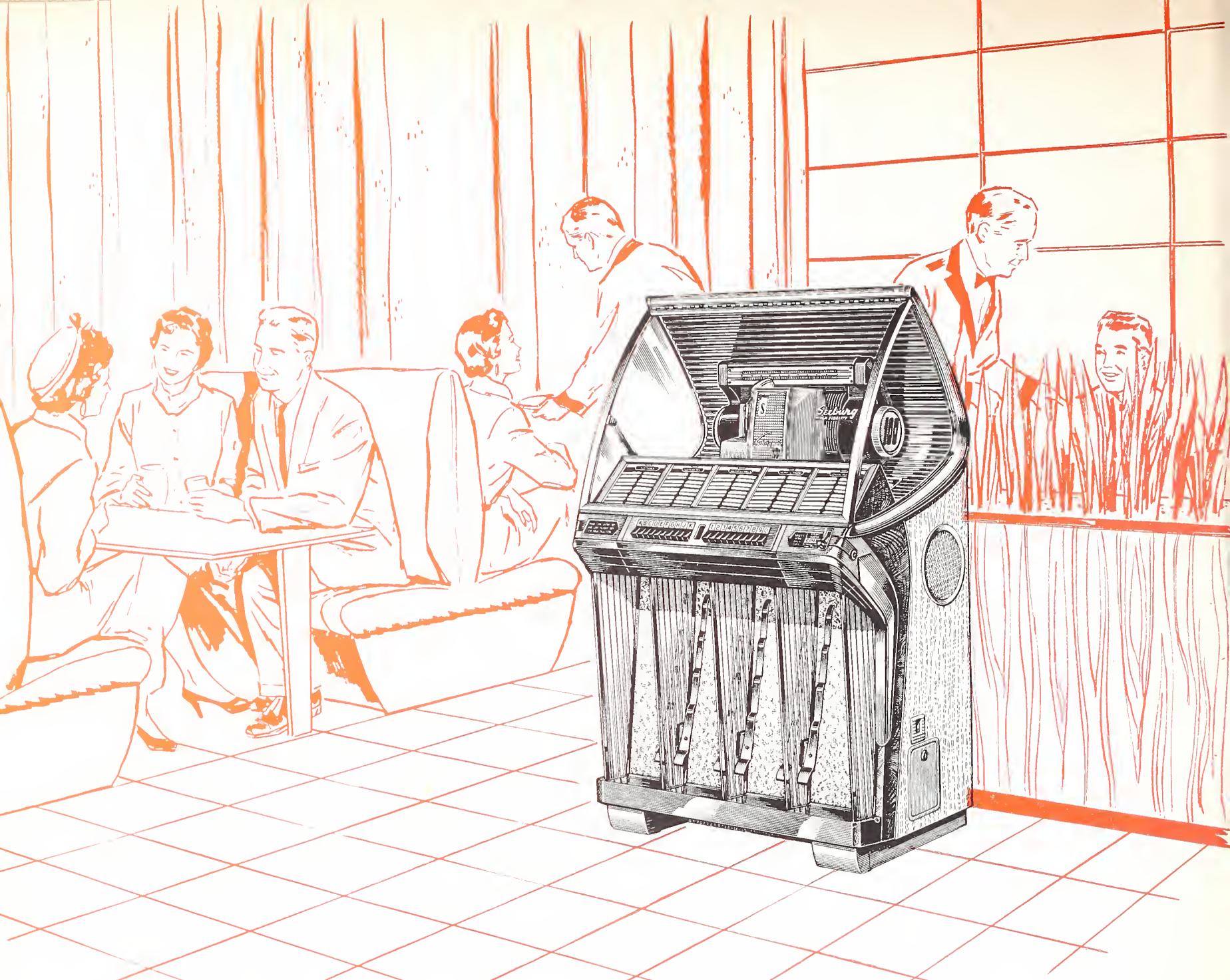


JIMMY RODGERS SNOW

of much traveling until they settled here on Rainbow Ranch, a comfortable home, a short distance from downtown Nashville, in nearby Madison, Tenn. Jimmie just this month aligned himself with Tom Diskin for personal management.

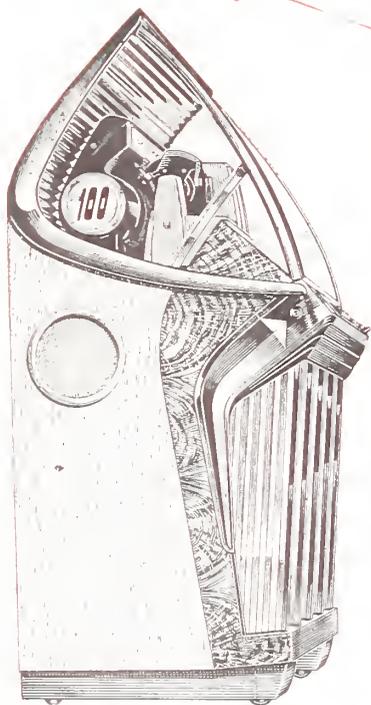
Meeting Dates Of Music Operators' Associations

- Jan. 3—United Music Operators of Mich.
Place: Fort Wayne Hotel, Detroit, Mich.
- 3—California Music Merchants' Assn.
Place: 311 Club, 311 Broadway, Oakland, Calif.
- 4—Arizona Music Guild, Phoenix Chapter #1
Place: 1738 West Van Buren, Phoenix, Ariz.
- 4—Phonograph Merchants' Assn., Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (executive board).
- 6—Phonograph Merchants' Assn., Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (General).
- 6—California Music Merchants' Assn.
Place: Sacramento Hotel, Sacramento, Calif.
- 6—Eastern Ohio Phonograph Operators' Assn.
Place: Tod Hotel, Youngstown, Ohio (General).
- 11—California Music Merchants' Assn.
Place: Coral Room, Hotel Gaylord, Los Angeles, Calif.
- 11—California Music Merchants' Assn.
Place: Fresno Hotel, Fresno, Calif.
- 11—Western Massachusetts Music Guild
Place: Ivy House, W. Springfield, Mass.
- 11—Amusement Machine Assn. of Philadelphia, Inc.
Place: Broadwood Hotel, Broad & Wood Sts., Phila., Pa.
- 12—California Music Merchants' Assn.
Place: Bakersfield Inn, Highway 99, Bakersfield, Calif.
- 12—New York State Operators Guild
Place: Gov. Clinton Hotel, Kingston, N. Y.
- 13—California Music Merchants' Assn.
Place: U. S. Grant Hotel, San Diego, Calif.
- 17—Westchester Operators' Guild, Inc.
Place: American Legion Hall, 57 Mitchell Place, White Plains, N. Y.
- 20—Eastern Ohio Phonograph Operators' Assn.
Place: 1310 Market Street, Youngstown, Ohio (executive board).
- 31—Central States Music Guild
Place: 805 Main Street, Peoria, Ill.



Select-o-matic 100

... The leader in style
and performance!



Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 22, Illinois



*America's Finest and Most
Complete Music Systems*



The Music Operator 10c Play And The Story of the Jack

Here and There

NEW YORK—It is most assuring to note that the basic industries, Steel and Automobile, have predicted that 1955 business will surpass that of 1954. (Here and There column, Jan. 1 issue.) Continuing on the optimistic front, the following statements have come to our notice. Carroll M. Shanks, president of the Prudential Insurance Company, said that spending thruout the United States during 1955 for all goods and services may reach \$370 billion, topping the previous record established in 1953 by approximately \$5 billion, and well above the \$356 billion estimated for 1954 . . . A textile leader said a quickening of orders, plus a return of inventories to a more normal condition, held promise for textiles . . . Henry G. Riter, 3rd, the new president of the National Association of Manufacturers, and also president of Thomas A. Edison, Inc., said the nation's economy is on the upgrade and business activity in 1955 will increase 5 per cent over 1954 . . . Cleo F. Craig, president of American Telephone and Telegraph Company, believes that industrial activity will improve at a rate of 5 per cent annually at least thru 1956 . . . Dr. Emerson P. Schmidt, director of economic research for the United States Chamber of Commerce, said industrial production will be larger this year, and national output of goods and services will total between \$360 billion and \$365 billion. (If it reaches \$365 billion it will equal that of the record breaking year of 1953) . . . "Next year (1955) may not be a record one for economic activity, but it could well replace 1954 as the second best year." That's the conclusion of 17 economists who participated recently in the ninth annual "Evening With the Economists," sponsored by the National Industrial Conference Board . . . John H. Ashbaugh, vice president in charge of the Westinghouse Appliance Division, said the appliance industry should show a gain of 10 per cent over 1954.

Editor's Note



Those who desire reprints of this editorial should write immediately to: THE CASH BOX, 26 West 47th Street, New York 36, N. Y.

One of the funniest, yet truest stories ever told, has probably been heard by practically every music operator in the nation. It's the story of the jack, as told by the inimitable Danny Thomas, at least once during each night club performance, because of public demand.

It's the story of how the average man can build up a bugaboo in his mind long before he is even ready to climax the task which he set for himself.

As Danny Thomas tells it, a motorist was blissfully driving along a country road one evening when, suddenly, one of his tires blew out.

So looking in the back compartment of his fine and beautiful and expensive car, he found a brand new spare tire, but, no jack.

He remembered that some few miles back he had passed a gas station. There was nothing else for him to do but start walking back to the gas station to obtain a jack.

As he walked he began to talk to himself. "Well," he said to himself, "what can he charge me? Maybe 50¢ for the use of the jack."

He continued walking. Then he said to himself, "Well, maybe he can charge me a dollar. After all it's late at night. He's the only gas station that seems to be open around here. Alright, so he'll charge me a dollar."

He walked and walked. It was getting darker and darker. Suddenly he felt a few drops of rain. Said he to himself, "Oh, ho, with the rain and such darkness and being the only gas station open, oh, ho, now he can really soak me. He's got me over a barrel. Sure enough he'll want at least \$2.00 for the loan of his jack."

And as he continued walking along, much faster now, in an effort to get to the gas station before the rain became worse, he thought to himself, "Yowie, this is very bad. He may even be a crook. Just waiting for guys like me. Maybe he'll charge \$5.00. Who knows? He may even charge \$10.00 Why not? What can I do about it? He's got me where he wants me. He'll charge \$25.00 for sure."

Now he was running. And the more he thought about the jack, the faster he ran, and the madder he got.

When he at last reached the gas

station, out of breath and soaked to the skin, he rushed up to the door, angrily pulled it open, stuck his head in and hollered at the top of his lungs:

"You ain't going to cheat me, you robber, you. Keep your jack. And you know what you can do with it."

It seems that hundreds of music operators thruout the country agree that Dime play would help tremendously to solve their financial problems. Because they've heard from others, where Dime play is already in operation, that the percentage of increase brought about by 10¢ play, has been sufficient to help these others to somehow meet the tremendously increased overhead expenses that all music operators are enduring.

Music operators are enduring better than 300% more overhead expense than in 1939. And 1939 was the year when the music operator got a full and honest Nickel, really worth five American pennies, for each play, as against 1954 when, with this better than 300% increase in all overhead expense and equipment costs, the Nickel is worth but 2.5¢.

In short, in 1954, the music operator is paying better than 300% more for everything he needs to continue in business and, at the same time, selling his musical entertainment for actually half the price he sold it for 15 years ago in 1939.

The music operator, just like everyone else, realizes that since the American dollar is today valued by the nation's own economists at 50¢, that the Dime is then worth only 5¢. When the music operator changes over to Dime play, he isn't getting much more than what the Nickel brought him 15 years ago, in 1939.

The average juke box operator fully agrees that what he needs to somehow break even is Dime play. But, at meetings everywhere, as one forward looking and realistic music operator after another gets up and asks that Dime play be put into immediate operation, some juke box operator will get up and begin to tell his own 'jack' story.

He'll bring up argument after argument after argument that, he claims, his locations will give him. He will also tell all present what the location owners will do, won't do, will say, won't say and, he concludes, he's bound to lose some of his good spots, and that

some of his other spots will never allow the change over to Dime play because they don't want to get their patrons mad at them by raising the price of the juke box music. He will, sometimes, go on for an hour along this very same line.

When this operator is questioned as to whether any of these specific location owners he is referring to, who will protest the change to 10¢ play, first talked things over with their patrons when they raised the price of a glass of beer from 10¢ to 15¢ or more, he'll usually just shrug his shoulders and say, "Oh, that's different."

In short, it's all right for the location owners to raise their selling prices, in keeping with increased costs and without talking things over with their customers, but, not for the music operator to do so, according to this type of music operator.

This is the kind of a music operator who lacks gumption. The kind of a music operator who lacks salesmanship. The kind of a music operator who is willing to continue just struggling along, crying, howling, complaining—until he's forced into bankruptcy.

And then he condemns the entire industry with the statement, "The business stinks. Y'can't make a living in it. I should know. I was in it."

But most outstanding of all surprises have usually come to these operator-jack-story-tellers when, at long last, and very skeptically so, they agree to go along with the majority.

They walk into their locations, very humbly stand before the location owner with head down, twisting and grinding their hands, shifting from one foot to another, clearing and re-clearing their throats again and again and then, at last, begin to tell the location owner how tough things are with them.

How costs have gone up better than 300%. They produce editorials from *The Cash Box* for him to read which they gingerly slide along the bar before him. Very quickly they also advise the location owner, in an effort to avert blame, that all the other operators, too, are changing over to 10¢ play.

The location owner usually looks at them and very calmly says:

"I wondered when you'd get around to this? Go ahead, fella, you're entitled to make a living, too."

New Products Portend Boom Year For Coinbiz

Manufacturers are Very Optimistic. Claim New Products Now Being Tested Indicate '55 Will be Boom Year for Coin Machines Industry

CHICAGO—As the old year of 1954 waned, and as the men and women engaged in the industry gave their complete attention to the Holiday Season, reports from leading manufacturers indicate that the greatest optimism prevailed.

These manufacturers were of the belief that 1955 would prove to be a "boom year" for the coin machines industry.

Said one very outstanding manufacturer:

"If the results which we have already received on some of the new products tested are any indication of what will happen, 1955 is bound to be one of the biggest boom years in the history of this industry."

Another had this to say:

"We've learned a great deal in 1954. We learned that we can no longer produce expensively priced equipment without making certain that the operators can more quickly amortize the cost. We believe, from what we know is happening out in the field on the new machines we are preparing for

market, that 1955 will see some of the finest products which have yet been seen in the history of this business."

And still another manufacturer confided:

"We don't like to announce what we now have 'on the fire.' But, we can say this, and we say it with complete confidence, what machines we are testing at this time definitely indicate we are going to be producing the best moneymakers in our history."

One manufacturer put it this way:

"There is no longer any doubt that what the operators want is equipment that can be quickly amortized and just as quickly show them a profit. We are in complete accordance with this viewpoint. We, too, are producing machines for 1955 which will not only be priced right but of such unique and outstanding character that the entire industry is going to feel an upsurge of interest and attention from the public, the like of which we, in the field, haven't experienced in a long, long time."

Ops Fear State And City Tax Hikes

Nearly All State Legislatures Meet Early in '55 Will Dig for More Revenue to Meet Constantly Rising Expenditures. Need for "National Tax Council" Becomes Crucial

CHICAGO—Ever since its founding, this publication has urged the industry to create a "National Tax Council" as state, county and city taxes continued to zoom upward year after year.

The forthcoming year of 1955 will find this a very crucial need in the belief of leading operators everywhere in the nation.

Almost every state legislature will meet early in 1955, and tho the states have enjoyed about 3% more revenue in '54, the need has grown tremendously because of constantly rising expenditures.

The first duty of the state legislatures will be to seek ways and means to obtain more revenue.

Some of the states which now have income taxes of their own are planning withholding methods to obtain the tax money.

The unions have jumped into the fight claiming that growing taxation on the part of states, counties and cities is hampering growth and fostering a generally depressed condition among laboring peoples.

Operators all over the country, who keep their ears to the ground and their fingers on the pulse of the tax situation in their communities as well as their counties and states, foresee some

very strong attempts to obtain increased license fees and even a percentage of their gross intake, as has already happened this past year in some of the Pennsylvania communities and in other areas thruout the country.

The need for a "National Tax Council" to help operators who will be faced with city ordinances and state bills demanding many times more for license fees than are now in being has definitely become a crucial need.

A "National Tax Council" would have precedents, legal and commercial data, and all information necessary to pass on to operators and their attorneys to help combat inequitable and excessive taxation demands.

As has happened in the past, when operators in any community or state are suddenly faced with an inequitable and excessive taxation demand, they are at a complete loss on what to do or how to proceed to combat such demand.

They need past case histories, past legal precedents, past bills, and all the other data and information they can obtain, so as to prove to city councilmen and state legislatures that such taxation would put them out of business.



DISTRIBUTOR DOINGS:—There's more enthusiasm along West Pico than we've seen for a long time. Everyone is full of big plans for the new year. . . . **PAUL A. LAYMON & CO.:**—There's no slump in business here. Sales continued high right through the Holidays on all types of used equipment and new Bally games. The new Bally "Magic" Bowler has become a big hit throughout the area. Ed Wilkes stated, "Pre-Christmas business was tremendous but since then it has been sensational." . . . **BADGER SALES COMPANY:**—With the big Holiday rush over the Badger crew are all enjoying a steady flow of business. Pete Ley and Don Ames covered the San Joaquin valley and San Diego areas and report that operators are all overjoyed the way collections have held up right thru the Yuletide season. . . . **C. A. ROBINSON & CO.:**—Charley Robinson says that the operators feel that the new features of United's "De Luxe Mars" shuffle alley will prove a hit on location in '55. The game, altho on the market only a few weeks, has already received a lot of favorable comments. . . . **SIERRA DISTRIBUTORS:**—Wayne Copeland and Ray Powers returned from a short business trip to Northern California this past week. . . . **MINTHORNE MUSIC COMPANY:**—Big conferences at the Minthorne establishment were going on all last week as they set new plans and policies for the new year.

OPS JOTS:—Former operator Anton Jeppeson came in from his home in Riviera to visit his old friends along coinrow. He is now a man of many talents. Not only does he have a successful real estate and insurance business but he's also a horticulturist and game warden. . . . Ruth McClure drove down from San Luis Obispo this past week to take care of business. . . . Allen Anderson, Shafter, and Tex McCarthy, Hanford, were also seen in town taking care of business. . . . A. J. Foy, George Buckman along with Walter Schinkel and his service man Roy Tormonson all came in from San Diego. . . . Lloyd Dindinger trekked in from Carlsbad along with M. H. Munroe, Indio, and George Kirby from Riverside. . . . Irv Gayer made one of his periodic jaunts in from San Bernardino. . . . Ray Downs, Walter and Orville Kendig, Johnny Ketchersid and Charley Koski all came in from Long Beach. . . . Other visitors included "Pop" Burris, Montebello; Jimmy Hill, Santa Monica; Bill Bradley, Monrovia; W. A. Ramsay, Sunland; J. R. Howell, Baldwin Park; R. L. Fields, Playa Del Rey; Frank Thompson, Compton; Elmer Kellberg, San Fernando; Ted Sarizen, Whittier; Walter Hennings, Costa Mesa and C. L. Andrews, Santa Ana.

COINROW DOINGS:—Phil Robinson and his wife will soon leave on a motor trip to Mexico City. They plan to be gone about a month. . . . Lyn Brown

CALIFORNIA CLIPPINGS (Cont.)

says that Exhibit's "Sportland Shooting Gallery" is hotter than a fire cracker. He adds that they are all sold out and waiting patiently for more shipments of the "Sportland." . . . Sam Ricklin and Gabe Orland of Calif. Music returned after the Holidays to find that Betty Blakeney and Bella Stack were home sick. With the help of Martha Delgado and Ramona Brown they managed to keep everyone happy. . . . The next meeting of The California Music Merchants Association, Los Angeles Division, will be held at the Hotel Gaylord in The Coral Room Jan. 11th. President Walt Hemple says that he hopes they have a 100% turnout of operators for this meeting. Down in Long Beach Association, president Charley Koski and secretary Leon Flynn have resigned from their posts after a year of noteworthy service. During a recent meeting Barney Smith was elected president and Woodrow Wade, secretary. . . . Throughout the area operators seem to be becoming more and more association minded and 1955 will see the many Southern California organizations grow rapidly. . . . After spending the Holidays in Marysville, Mary and Kay Solle brought their niece Barbara Chandler back to Los Angeles with them. She will spend the week helping out at Leuenhagen's Record Bar before returning home. . . . Roy B. Jones and Ray J. Powers, Lennox operators, are the newest members of the local division of the California Music Merchants Association.

BIG TOP RIFLE GALLERY BY GENCO



GENCO MFG. & SALES CO.
2621 North Ashland Avenue • Chicago 14, Illinois

This letter was mailed to
"General's" Entire Operator List
We received our copy just before Christmas . . .
an awfully nice gift and a wonderful tribute to our
BIG TOP.

THANKS GENERAL!
THANKS OPERATORS EVERYWHERE!

General Vending Sales Corp.
Established 1925
237 to 245 West Biddle St., corner Howard St.
Baltimore 1, Md. VEron 4119-20-21

Dear Operator,

December, 1954

When the record of coin machine history for 1954 is written, the one highlight of the year will be the terrific record created by guns. Guns have been the most profitable new type of amusement equipment introduced in the past 5 years, and their popularity is still growing by leaps and bounds. How much bigger the craze will grow, no one knows, but at the present stage, guns are the hottest machines on the market.

But that is not to say that all guns are good. As with every successful product, there are many imitations and would-be competitive machines. And, in every such situation, discriminating purchasers find that one make stands out above all the rest. And no one will deny that the most beautiful, most original, most successful and most profitable gun ever made is Genco's BIG TOP.

- Just look at what BIG TOP gives the player, targets no other gun offers:
- 9 realistic ducks on moving endless belt - just like a real rifle range!
 - Swinging clown, moving back and forth on pendulum - flops over when hit, then resets automatically!
 - 4 realistic candles - player shoots out flame (in lights) just like a real rifle range!
 - Plus all new wild cats and birds, stationary, fall-over targets

In addition, BIG TOP is housed in a new streamlined colorful cabinet that attracts play by appearance alone. Genuine 22-caliber Savage rifle with realistic gun flash and kick; brilliantly lit theatrical effects - all tell you why Genco BIG TOP is outplaying, outearning and outselling all others from coast to coast.

If you are not yet in the gun operating business - get in now for the biggest profits in years! And when you get in, invest your money in the TOP gun for greatest all around results - Genco's BIG TOP.

IB:beb

Yours for better operating,
GENERAL VENDING SALES CORP.



We are still 2 weeks behind in filling orders and this letter tells you why.

FOREIGN BUYERS!

Our Service is . . .
Quick — Efficient
and Reliable

In addition to all the latest equipment, we have thousands of International reconditioned machines available for your selection, including Pin Games, Kiddie Rides, Music Machines, Arcade Equipment and Shuffle Alleys.

CABLE US FOR SPECIAL PRICE LISTS.
Parts and Service Manual Available.

INTERNATIONAL AMUSEMENT COMPANY
1423 SPRING GARDEN STREET
PHILADELPHIA 30, PA. (Tel. RI 6-7712)

Remodeling Nears Completion at Rock-Ola Mfg. Corp.

CHICAGO — Wayne Bradfield of Rock-Ola Manufacturing Corporation, this city, tells us firm's remodeling will most likely be completed by January 15.

Included in the modernization program for the plant is indirect lighting in the lobby and a modern treatment of marble walls. Meanwhile, Rock-Ola's Model's 1446 and 1442 are doing very well. "And", 'Brad' concluded, "we here at Rock-Ola are keying up for a big '55 which we have greeted with great optimism."

David Rosen Building Being Remodeled

PHILADELPHIA, PA.—Dave Rosen, David Rosen, this city, is in the process of remodeling his distributing headquarters, and predicts when it is completed, it will rank in size and beauty with any in the country.

As he's had experience with contractors in the past, Rosen isn't releasing a date when his quarters will be ready. However, it will be ready in the very near future, he says.

SHUFFLE GAMES

NEW		FIRST-Conditioned	
CC THUNDERBOLT BOWLER		UNITED-High Score	CROWN (Match) . . . \$185
CC FIREBALL BOWLER		CHIEF . . . \$335	TRIPLE SCORE . . . 175
United MARS		ROYAL . . . 285	DOUBLE SCORE . . . 149
Bally MYSTIC		OLYMPIC . . . 185	KEENEY
Bally MAGIC		CASCADE . . . 165	BONUS (Match) 10/25c . \$295
UNITED-Match		SUPER 10th FRAME . . . 125	DOMINO (Match) . . . 185
BANNER . . . \$425		SUPER 6 PLAYER . . . 105	CARNIVAL . . . 165
ACE . . . 375		DELUXE 6 PLAYER . . . 85	6 PLAYER, Jumbo Pins with Formica . . . 85
TEAM, 10/25c . . . 335		CHICAGO COIN	BIG LEAGUE BOWLER . . . 65
CLASSIC . . . 200		PLAYTIME . . . WRITE	GENCO
CLOVER . . . 175		STARLITE . . . WRITE	SHUFFLE MATCH POOL . \$295
LEADER . . . 345		SUPER FRAME, 10/25c . \$355	SHUFFLE POOL . . . 215
STAR 10th FRAME . . . 135			

WANTED! Chicago Coin BAND BOX — Late Gottlieb 5-Balls.

FIRST

COIN MACHINE EXCHANGE

Wally Finke & Joe Kline

1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

Gala Xmas Open House at First C. M. Exch.

CHICAGO — Joe Kline and Wally Finke hosted gala Xmas open house at First Coin Machine Exchange this past week. To carry out the Christmas theme, the walls were decorated with cards they had received from their many friends.

Among the operators who attended this open house were: Robert Street; Art Palermo; Ed Blumenfeld; Jim Lombardi; Herman Klebba; Harry Fredericks, and John Bartlett. A wonderful time was had by all.

Mr. Juke Box Operator:

Are You Set To Run

“A DAY OF DIMES

for

THE ‘MARCH OF DIMES’”

ONE DAY

During The

WEEK of JAN. 17 to 21 (inclusive)

This is an opportunity that comes along but once in a lifetime. It is an opportunity that the entire industry can take advantage of. It means building good will. It means building better understanding. It means building a better future for the entire industry in each and every village, suburb, town and city, as well as every state in the entire nation.

This is great public relations. This is what all comprising the industry can do without donating wildly, confusedly or even foolishly. This is something that each and every single operator, jobber, distributor, manufacturer, supplier, and all others allied to this field, can help achieve as the greatest accomplishment of all time.

By all joining together in: “A DAY OF DIMES FOR THE ‘MARCH OF DIMES’,” all gain great glory.

Every local chapter of the “March Of Dimes” will work closely and directly with any and all operators located in that local chapter’s area. They will do everything they possibly can to help enhance this tremendous effort on the part of this industry.

This is where each and every operator gets direct credit for his donation in his very own community and, at the same time, brings great glory upon all his industry nationwide thru the local chapters and the headquarters of this great charity, the “March Of Dimes,” an organization that is dedicated to dispelling once, and for all time, the curse of polio from crippling and killing the children of this great land.

This is much, much more than just a public relations drive on the part of the industry. This is great charity. This is giving to cure. This is helping to eliminate a horrible and deadly curse. This is goodness. This is true and blessed charity.

Phone your local chapter of the “March Of Dimes” today! Give them your name! Tell them what you’re going to do! Ask for their help and guidance! Get into every single one of your locations with posters, stickers, signs and streamers!

Let the players and the public know that this industry has a great and good and warm heart. That this industry is going all out to make this year’s campaign of the “March Of Dimes” the most successful of all time.

NOTICE!

MR. COIN MACHINE OPERATOR:

Because of the problems encountered and the many lessons learned in last year’s first drive for: “A DAY OF DIMES FOR THE ‘MARCH OF DIMES’,” the entire matter of donations by all in the industry has been very much simplified.

Operators need not attempt to collect from each and every individual machine the morning after the one day they choose as their “DAY OF DIMES FOR THE ‘MARCH OF DIMES’,” during the week of January 17 to January 21 inclusive but can, instead, by just making a few collections arrive at an average of what they believe are the number of dimes taken in by their machines that one day.

They can then turn this amount over to their local chapter of the “March Of Dimes” in the form of a single check as their donation for: “A DAY OF DIMES FOR THE ‘MARCH OF DIMES’.”

Remember! Every dime counts! Every single thin dime is a fighting, smashing blow at horrible, crippling, painful, killing polio.

MORE players play MORE

thanks to new

SUPER-STRIKE feature



TYPICAL comment, heard on location, tells the play-appeal reason for the record-smashing earning-power of the newest Bally shuffle-bowling sensations—MAGIC-BOWLER (with match-feature) and MYSTIC-BOWLER (with-out match-feature).

"I'm not too good," says an average player, "but I can score Strikes, when I try. So, even if I don't hit many Super-Strikes, I have fun."

Says a better-than average bowler: "I can hit Strikes with my eyes closed, but you really have to be good to hit those fancy big-score Super-Strikes, and I keep trying to build up my Super-Strike average."

Super-Strikes are Strikes scored with extra skill in straight-lining the puck. Strikes are scored when puck travels along the yellow strike-lanes (grey in photograph), knocking down all 10

pins. But, if the puck strays between red lines (black in photograph) marked on the strike lanes, score for all pins down is Super-Strike, ranging up to a juicy 300. Thus all types of players, from the now-and-then shuffler to the super-skilled regular, get a big dime's worth of amusement when they play MAGIC-BOWLER and MYSTIC-BOWLER. Operators reap the benefit in bigger, steadier collections.

Appeals to All

Average players hit enough Strikes on MAGIC-BOWLER and MYSTIC-BOWLER to hold their interest, while they keep on trying for Super-Strikes. Better-than-average players, who soon get bored with "too easy" Strikes find a new thrilling skill-satisfaction in the new thrilling Super-Strike feature. Result: MORE players play MORE, operators earn MORE!



Who needs muscles?

Frailest little secretary in your office can raise playfield lid of MAGIC-BOWLER or MYSTIC-BOWLER with finger-tip pressure. Opening or closing, powerful spring-mechanism does all the work. Try the new EASY-UP playfield at your Bally Distributor today.

POPULAR Speed-Control SCORE-BOOSTER

Player controls speed of shot—not too fast, not too slow—to ring up highest scores for Spares, Strikes and the new thrilling Super-Strikes.

Bally®

Magic-Bowler

WITH POPULAR MATCH-PLAY

Mystic-Bowler

WITHOUT MATCH-PLAY

CHOICE OF DIME-A-PLAY OR DIME-A-PLAY, 3 PLAYS FOR A QUARTER
POPULAR SIZE: 8 FT. BY 2 FT.

BALLY MANUFACTURING COMPANY—2640 Belmont Avenue, Chicago 18, Illinois



Keeney's DELUXE SPORTSMAN

NOTE
NEWLY
DESIGNED
GUN
WITHOUT
CHAIN

BIG EXTRA BONUS:

New MATCH-A-SCORE "0 to 9" gives player 10-50-100-200 or 500 Award Points!

- Rabbits—Pheasants—Ducks POP-UP on mystery basis!
- Roving Targets always on-the-move in realistic 3-D colorful hunting scene!
- Slug Rejector • Standard 6 volt bulbs
- Genuine Regulation Hunting Rifle!



2 BONUS POINTS added to score for each unit of time under 60. Timer can be set to stop at 100-200-300-400 or 500 at option of operator.

- 5 DUCKS in back row 3 points each
- 5 PHEASANTS in center row 20 points each
- 5 RABBITS in first row 2 points each

IMPORTANT!

This original combination of roving POP-UP TARGETS creates a brand new desire for competitive target shooting thru a true test of marksmanship.

also AVAILABLE AS Keeney's **SPORTSMAN**
without Match Feature or Replay Button

Order KEENEY'S
Deluxe **SPORTSMAN**
Don't Delay!

SEE YOUR KEENEY DISTRIBUTOR NOW!
Keeney & Co., Inc.
1800 N. FIFTIETH STREET • CHICAGO 22, ILLINOIS

MOVING TARGETS!

HIGHER SCORES!

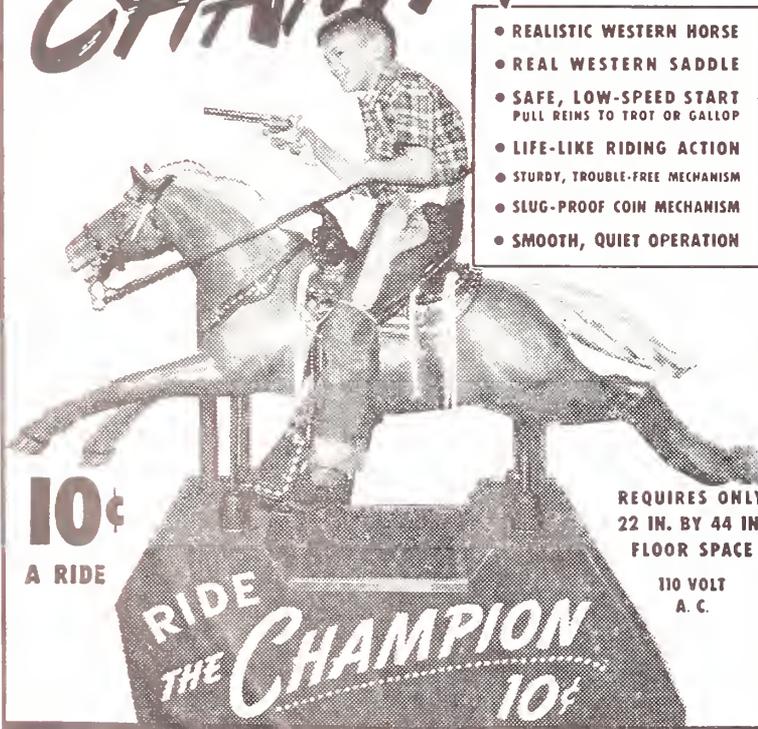
25 SHOTS 10c

Cabinet only 29 in. at widest point

FITS EVERY LOCATION!

NEW golden palomino horse
NEW rigid steel base
NEW flashy colorful cabinet

THE CHAMPION



- REALISTIC WESTERN HORSE
- REAL WESTERN SADDLE
- SAFE, LOW-SPEED START PULL REINS TO TROT OR GALLOP
- LIFE-LIKE RIDING ACTION
- STURDY, TROUBLE-FREE MECHANISM
- SLUG-PROOF COIN MECHANISM
- SMOOTH, QUIET OPERATION

10c A RIDE

REQUIRES ONLY 22 IN. BY 44 IN. FLOOR SPACE

110 VOLT A. C.

RIDE THE CHAMPION 10c

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois

Disk Price Changes

NEW YORK—RCA Victor announced a series of price changes that affect prices of singles (78 and 45) and albums (EP's, 10 and 12" L.P.'s) as of Monday, January 3. Several other major companies have also indicated plans to match RCA Victor prices, with the likelihood that the remainder will do likewise.

The changes will affect the juke-box operators as follows: 45's will retail at 89c. Price from the distributor will be 52c. Some one-stops have indicated they will sell for 60c. 78's will retail for 98c. Price from the distributor will be 57c. The same one-stops indicate they may also sell these for 60c. EP's will retail for 1.49. Price from the distributor will be 92c. Estimated price at the one-stop will be 1.04. For complete story and what it means see music editorial and page 11.

For Great Buys

Write For Our Special Price Lists Today!

DAVID ROSEN
Exclusive A M I Dist. Ea. Pa.
855 N. BROAD STREET, PHILA. 23, PA.
PHONE—STEVENS ON 2-2903

If you have PHONOGRAPHS for sale

CALL

DAVIS DISTRIBUTING CORPORATION

SEEBURG FACTORY DISTRIBUTORS

725 WATER STREET SYRACUSE, NEW YORK

(Phone: 75-5194)

Chi Bowling League Results

CHICAGO—ABC Music #2 stepped into the lead last nite (12/28) for the Automatic Phono Bowling League. Standings are as follows:

TEAM	HIGH GAME	HIGH SERIES	GAMES WON	GAMES LOST	TOTAL PINS	AVERAGE AGE
1. ABC Music #2	777	2333	31	17	32948	686
2. Mercury Records	895	2494	28	20	36723	765
3. Oomens	967	2519	28	20	35550	740
4. Decca Records	831	2341	27	21	35636	742
5. Star Music	868	2386	26	22	35648	742
6. Paschke Phono	889	2457	25	23	35443	738
7. Coral Records	803	2287	25	23	34498	718
8. ABC #1	837	2277	25	23	34380	716
9. Atlas Music	764	2288	25	23	33698	702
10. Melody Music	763	2206	24	24	33018	687
11. B & B Novelty	850	2351	22	26	34001	708
12. West. Automatic	756	2077	19	29	30207	633
13. Coven Music	717	2077	17	31	30593	637
14. Gillette Distr.	771	2145	14	34	31797	662

"It's What's in THE CASH BOX That Counts"

There is only one LEADER

EXHIBIT!



IN THE GUN FIELD

No. 414 Sportland Shooting Gallery



IN THE KIDDIE RIDE FIELD

Complete Line of 10¢ Kiddie Rides



IN THE CARD VENDING FIELD

No. 307 Vacuumatic Card Vendor



ESTABLISHED SINCE 1901

EXHIBIT SUPPLY

4218 W. LAKE STREET · CHICAGO 24, ILLINOIS

Trimount Designs Original Showcase For Seeburg Phono



BOSTON—Dave Bond, president, and Irwin Margold, general manager, Trimount Automatic Sales Corporation, have come up with a show case design for display of Seeburg music machines that is unique, original, the only one of its kind in the country, and one that truly shows the unit off like a pearl in a jewel box.

It is a replica of the famous Hatch Shell on Boston's famed Esplanade where concerts are played in summer-time. Designed by Archie Riskin, one

of the Hub's foremost architects from plans conceived by Dave Bond and Irwin Margold, it is set against a fluted white background and makes a terrific impact on the customer's eye when he steps into the foyer of Trimount's showroom and views it through an illuminated glass wall.

The shell, made of plywood, is 20-foot long, eight-feet high, and six-feet deep. It has an automatic turntable in its floor so that the machine displayed can be demonstrated from



COMMERCIAL MUSIC COMPANY, INC.

1550 EDISON
DALLAS, TEXAS

all angles. One or three machines can be shown at a time. The unit can be used with a music machine and new accessories in various series of displays.

"It is the first background display that ever showed off the product completely," Dave Bond said. "It matches the contour of the machine, and is so designed that it is just a matter of re-painting when machine colors change."

Dave Bond and Irwin Margold toured many cities and visited many leading distributors for ideas on the best showcase for the Seeburg unit. After comparing notes, they found that they had right in Boston the best model for the purpose—the famous Hatch Shell.

During the Christmas season, the shell was decorated with two small Christmas trees, strung with colored lights, with a new Seeburg unit in the middle.

The new display unit is set in the first part of the 80 x 20 show room opposite the glassed in foyer. To the left are displays of games, pins and guns, and in back of the eye-taking display is the background music room.

Music Operators COME IN AND SEE...

The Latest and Greatest Of All Juke Boxes

AMI
MODEL
F

RUNYON SALES COMPANY

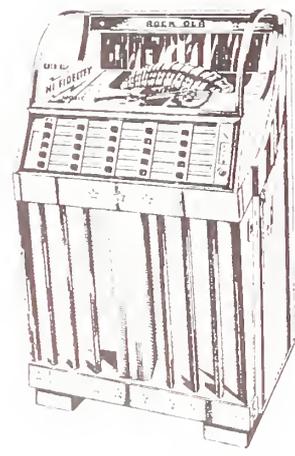
Factory Representatives for:
AMI, Inc., Bally Manufacturing Co.,
J. H. Keeney & Co., Permo, Inc.
593 10th Ave., New York 10, N. Y., LO 4-1880
221 Frelinghuysen Ave., Newark 8, N. J., Bl 3-9777

Locations demand the new

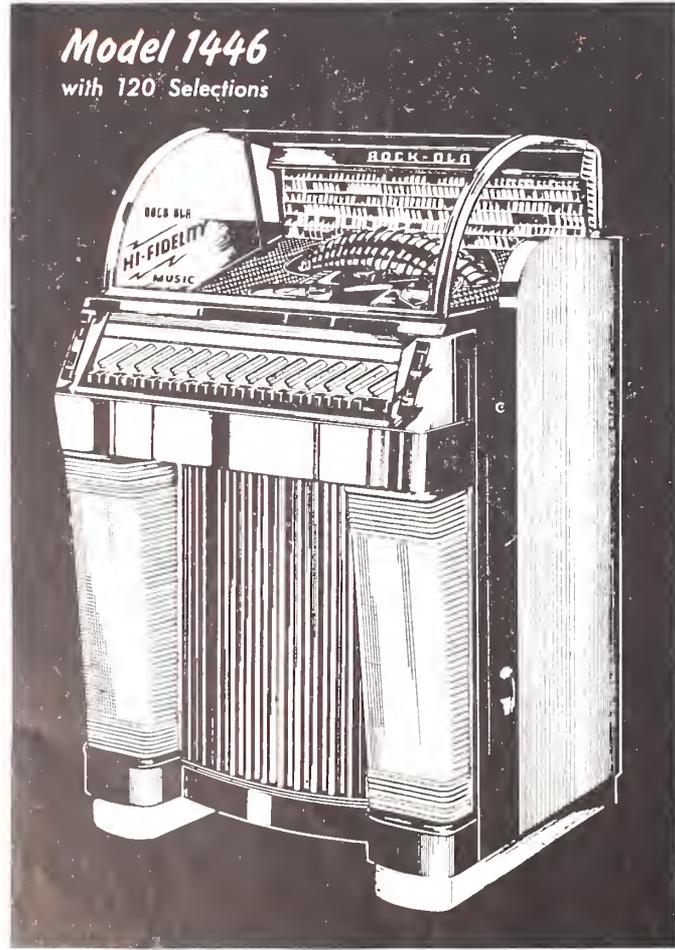
ROCK-OLA

HI-FIDELITY Phonographs

50 and 120 Selection Models



Model 1442
with 50 Selections



Model 1446
with 120 Selections

Fine Hi-Fidelity music, beautiful, modern cabinet design, easy to read title strips
PLUS
the famous ROCK-OLA trouble-free mechanism mean greater earnings and satisfaction!
ASK YOUR ROUTEMAN—HE KNOWS!

ROCK-OLA MFG. CORP.
800 N. Kedzie Ave. • Chicago 51

Another FIRST! **chicago coin's THUNDERBOLT**

NEW!... 4 WAY MATCH PLAY!
NEW!... EXCITING SUSPENSE FEATURE!



LOOK!
 Unbreakable
 PLEXI-GLASS
 Score Panel
 and Shield!



**TWO GAMES
 IN ONE!**

Adjustable from
 "Flash-O-Matic"
 to Advance
 Scoring!

FOUR DRUM SCORING!

All 4 Drums Operate to Score!

Player by Timing His Shot When Highest Score is lit on the Formica Playfield Gets as Much as 800 for a Strike in Each Frame!

chicago coin
 MACHINE COMPANY

1725 W. DIVERSEY • CHICAGO 14

chicago coin's ACTION PACKED BOWLER FIREBALL
 contains all the Features of THUNDERBOLT but is played as a regular Bowler.

Cleveland Coinman One Of Key Men In Ohio Boystown

James S. Ross, Sec't. Ohio Phonograph Merchants Ass'n. Dedicated to Welfare Project

CLEVELAND, O.—Ohio Boystown, its ideals and ideas, have attracted the interest, talents and enthusiasm of James S. Ross, Cleveland vice president and Ohio secretary of the Phonograph Merchants Association, who claims that this great welfare project is the greatest one he has ever participated in.

"All of the phonograph merchants in Cleveland are already back of the project one hundred percent," reports Ross, "and our people in other Ohio cities are considering the idea of joining in. It will be a terrific demonstration of good community relations for the entire industry."

Ohio Boystown was originated by M. M. "Mickey" Kraus of Cleveland who, for many years, has been active in boys work through the Optimist Club. It was Kraus who brought Jimmy Ross into the project. Together, these two have interested dozens of others and from that a titanic movement has gotten underway.

At the present time, Boystown volunteers are busy operating the Mid-

States Sports Show to be given at the Cleveland Arena, January 3rd. through the 9th. to raise funds with which to take up an option on 535 acres of land in suburban Cleveland which will be the site of Ohio Boystown. The various committees are being led by Kraus, Ross and Pat Patterson, one of the State's outstanding sportsmen.

The purpose of Ohio Boystown is to build, administer and maintain a home for homeless, adolescent boys giving them an opportunity for growth into good citizenship thru a warm, emotional climate and a productive vocational education. Ohio Boystown will be non-sectarian and interracial.

The need for such a place has been recognized by authorities in all fields of welfare work because of the inadequacy of present institutions to cope with the overflowing needs of children who have problems but who are not problem children.

With the success of the Sports Show, Ohio Boystown will achieve its first step toward practical realization.

for **HEAVYWEIGHT EARNINGS...**

WAIT
 'til you open up
 the cash boxes in
Williams
 Brand New
GUN GAME!

P.S.—It has a genuine Remington Rifle for Sharp Shooting!

Monkey Biz

MIAMI BEACH, FLA.—The owners of the Del Prado Hotel, this city, have developed an idea which, not only entertains their customers, but which adds considerable play (and revenue) on its juke box.

Customers receive their change from bills in coins. A trained monkey jumps on the bar, picks up the change, and inserts it into the juke box. Incidentally, the name of the lounge is called the "Monkey Lounge."

Willie (Little Napoleon) Blatt is working with the owner of the bar, trying to teach the monkey to select the top current recordings on the machine.

Now, if some operators thruout the country would work similar ideas with taverns such as "Snake Pit," "Tiger Palace," "Zebra Bar," "White Elephant," et al., we'd really have some fun.

GET PEAK PLAY with the BEST RECONDITIONED EQUIP.

ALL STAR	3349.50
MAJOR LEAGUE	339.50
STAR SERIES	65.00
SPARK PLUG	60.00
JALOPY	60.00
HAYBURNER	50.00
SUPER PENNANT	249.50
YACHT CLUB	149.50
HI-FI	349.50
BEACH CLUB	299.50
ATLANTIC CITY	139.50
CONEY ISLAND	94.50
OLYMPIC	179.50
CASCADE	139.50

WRITE - WIRE - PHONE TODAY!
 We are exclusive factory distributors for:
BALLY - WILLIAMS - ROCK-OLA

LAKE CITY AMUSE. CO.
 4533 PAYNE AVE., CLEVELAND, O.
 (Tel.: ME 1-7577)

NEW ACTION in Novelty Replay Locations

with
Williams

LULU

"Beat the Clock" feature!

★Ball in either skill Hole or "H" or "D" rolover operates Clock.

Lite-Up numbers on clock.

REPLAYS

"H-O-L-D" Feature Lites target for replay and game-to-game carryover!

- 2 THUMPER BUMPERS
- 2 SKILL HOLES
- 2 FLIPPERS
- 2 CYCLONIC RUBBER SHOOTERS



It's
Another
Williams
Winner!



See your Williams Distributor!

CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.

THRU THE COIN CHUTE
EASTERN FLASHES

Coinrow's execs and employees exuding the New Year spirit. All the wholesaling firms wound up the year with reports that 1954 was one of their best business years—and without exception express their opinions that 1955 will probably be better. Great equipment turned out by the manufacturers in 1954 was responsible for the business, and distributors look for these factories to give them more of the same. . . . Operators, on the whole, weren't complaining, and for 1955, they hope they can improve their collections with the new games and music machines, and with better operating conditions—one of which is dime play on juke boxes.

Lou Boorstein, Leslie Distributors, one-stop record service, tells us his firm is moving to 639 Tenth Ave., between 45th and 46th Street, and will be open for business on Saturday, Jan. 8. "We'll now be right in the middle of coinrow" said Bernie Boorstein, who takes care of the ops, "and will be able to give them better service." . . . Altho most ops were ready for New Year's Eve, many of them ran down to coinrow to pick up parts and supplies. . . . Harry and Hymie Koepfel, Koepfel Distributing, report they had one of their best weeks at their parts and supplies dept. . . . Al "Senator" Bodkin, visits the wholesalers, spreading New Year's cheer. . . . Noel Graubart, secretary, Conditional Sales Credit Corp., newly formed coin machine finance firm, visits along the row. . . . Barney (Shugy) Sugarman, back from his travels, sporting a wonderful tan and looking fit. He was warmly welcomed by the staff, particularly with Morris Rood, gen. mgr., out with the virus. Felix Fleischman of the Newark office came in to help out. . . . Hymie Rosenberg expects to leave for LA around the 10th or 15th of Jan. Had expected to leave before, but was held up by biz. . . . Ray Knoss tells us how much he enjoys his home at Saddle River, N. J. A real country estate, and only 40 minutes from New York by auto. . . . Max Schaffer reports his arcades on Times Square did a wonderful holiday business, particularly the one on Broadway and 50th St. Max expects to leave on a cruise with his wife and granddaughter sometime around the middle of Jan.

The parking problem on coinrow, which has always been bad, is now becoming worse. Provisions for parking are in effect—certain hours on the west side, and other hours on the east side. However, there's so much traffic, it's necessary, once in a while to double park. For the past several weeks, a traffic cop has been stationed on the street, and has been handing out tickets like mad. Wholesale firms are greatly concerned, and may appeal for some relief—at least to give their customers the opportunity to run in and pick up supplies in a few minutes. . . . Herb Oettinger, United exec, and "gin" wizard, in New York with wife and his three children for a week's vacation. . . . Ann Sens, comptroller at National Amusement Co., away on her honeymoon. . . . Mike Munves, tells us that 1954 was one of his best years, and that 1955 should be bigger. . . . Dave Stern, Seacast Distributors, heads the merry-making at the firm's annual Xmas party at the Elizabeth, N. J. office last Friday. . . . Max Polansky, from the credit dept. of The Rudolph Wurlitzer Co., North Tonawanda, N. Y., visits Joe Young and Abe Lipsky at Young Distributing. . . . At Atlantic-New York Corp., all busy, busy, busy—but Meyer Parkoff, Murray Kaye and Nat Solow all wave a Happy New Year at us. . . . Teddy (Champ) Seidel, trim and ready, jokingly tells us he's going back into training for a big fight.

The Holiday season will be over when you read this issue. Everyone will be buckling down for real serious business. We direct this plea to operators thruout the United States—and particularly to those in the East, to whom we devote this space. The program "A Day Of Dimes For The 'March Of Dimes'" has been set for one day during the week of January 17 to 21 inclusive. Operators are asked to donate one day's receipts from their juke boxes to this great charity in an effort to help lick that dread disease Polio. And at the same time garner for the industry the greatest publicity and goodwill of all time.

THRU THE COIN CHUTE
UPPER MID-WEST MUSINGS

A. A. Cluseau of Grand Rapids, Minn. is walking around very erect these days and it isn't due to his soldierly bearing. Gabby slipped and fell in the bath room and cracked three of his ribs. Consequently he's all taped up. . . . There wasn't too much activity in the Twin Cities the past week. A large percentage of the bars and taverns in the Twin Cities closed early afternoon or early evening of the 24th. . . . Some of the operators who made the trip into the Twin Cities the past week to pick up needed parts and records for their routes were Johnny Johnson, Staples Novelty Company of Staples, Minn.; John Galep of Menomonee, Wisc.; Ben Jahnke of Hutchinson, Minn.; Frank Phillips of Winona, Minn.; Gerald Johnson of Menomonee, Wisc.; and Chet Le Doux of Virginia, Minn. . . . Mr. and Mrs. Harold Lieberman were hosts at a company Christmas party held the evening of the 23rd at Willards Catering Hall. Names were drawn from the hat for gift recipients and a hilarious time was had opening the gifts.

- SEEBURG M-100 B \$575
- WURLITZER 1100 \$195
- WURLITZER 1500 \$495



RECONDITIONED AND REFINISHED
LIKE NEW!

Terms: 1/3 Dep., Bal. C. O. D.

A Quarter Century
of Service

ATLAS MUSIC COMPANY

2118 N. Western Ave., Chicago 47, Ill.

ARmitage 6-5005

**Crown Music, Augusta, Ga.,
New Quarters 12,000 Sq. Ft.**



AUGUSTA, GA. — Recently Bob Bear, general sales manager of the Rudolph Wurlitzer Company, and Bob Hamilton, assistant sales manager, visited Crown Music Company, Inc., this city, to examine Crown's modernized and enlarged quarters. Crown's two buildings take up over 12,000 square feet. It has modern offices, adequate shop and service de-

partments, parts department, paint shop and display rooms. Crown is the Wurlitzer distributor for Georgia and South Carolina. Seen above, left to right, are Tom Gorman, manager of Crown, Bob Bear, Bob Hamilton and Buster Paul. Also pictured are the two buildings now occupied by Crown Music Company, Inc.

THRU THE COIN CHUTE CHICAGO CHATTER

General belief thruout all the factories here is that '55 is going to be one of the greatest years. Continued high speed production right thru the entire Holiday Season, not only happily surprised but, what's even more important, brought about a feeling of optimism which has much to do with the attitude of all factory men in this coincenter. As the days went by, immediately before and after Xmas, sales managers were of the belief that business would slow down to a slow crawl. Instead, it kept right on booming along and, as many stated, "This is the greatest Holiday Season we've ever known." . . . Bill O'Donnell of Bally put it this way, "As far as I can see it's going to be one of our best years." . . . Harry Williams, before leaving for his California home and, in the meantime, telling about the new and beautifully colorful painted sign that now decorates one side of the Williams' factory said, "This is one year when entirely new and different products will be our goal and," he emphasized, "priced so that the operators will be able to more rapidly amortize their investment."

Jack Sheppard of Philly on his way thru town stopped off to say "hello" to another Philadelphian, Sam Stern. Advising that he is now selling a metered dispensing head for whiskey bottles which saves the bar owners but plenty of money. Jack claims that they have more sold than they'll be able to deliver for some many months to come. . . . Jack Kelner, National Vendors man here, is not only a terrific salesman, but, just as terrific an "actor." Jack was "the star" of the last Covenant Club show. Now many are of the opinion that he'll soon be seen in some vehicle on the legitimate stage. . . . Just when Cliff Wilson was getting himself all kinds of grand publicity on the arcade he built in that Dallas theatre, someone done went and sold the theatre under him which, according to Cliff, means that "maybe a year, maybe two" but he'll have to get out. . . . Phil Weinberg, Bally's well known roadman, phones all the way from Dallas to say, "Give Ray Moloney and the whole gang over at Bally all my love and kisses. They're the tops."

Jimmy Ross of Cleveland phones to advise that Cleveland's music ops have come together to create a brand new "Ohio Boystown." And are asking for the financial support of every single operator in the state for this very super and very outstandingly terrific cause. Like Jimmie said, "This is one time we feel certain every Ohio operator will want to support our 'Ohio Boystown' with every spare nickel he has." . . . Well, we done did it. We won three bucks from Herb ('Gin' Champ) Oettinger. But (and this is the 'big' but) Bill DeSelm turned right around and took it away from us. Like we've always said, when you win a buck in 'gin' at United, run like crazy for the door and keep running. Otherwise some guy in United's family will grab it back and keep it in the family. . . . Visited a location with one of the boys the other day and listened to the bartender crack with, "In them days \$5 was like \$50 today." So "Let's Get A Nickel A Play Again." And the nickel today—is the Dime. . . . Ed Levin back from a fast trip to the East and very, very happy to see those ChiCoin games moving along at top speed.

Sam Lewis, too, took a trip East and reports that the firm's new gun has caught on bigger and better and stronger than even their former clickeroo. Avron Gensburg on his way back from Florida. Ralph Sheffield planning a trip 'way out yonder. . . . Art Weinand and Ed Hall over at Exhibit still talking about the big Xmas party for all the employees and all their children. Understand that this was the grandest yet held. . . . Ray Riehl advises that United's Xmas party was "a sensational success." . . . Big Art Garvey making like Santa Claus at Bally, moving those big boxes about just like they were full of postage stamps. And with a great big warm smile on his face. . . . Ray Cunliffe and Ralph Heft report that their 10c conversion kits for Packard and Seeburg wallboxes starting to move at a good rate. . . . Wayne Bradford of Rock-Ola preparing a full year's program for this progressive factory. "Some great things from Rock-Ola," he reports, "are on their way to the trade." . . . Gil Kitt, Vince Shay and Howie Freer planning far ahead at Empire. Intend to have the greatest bargains the industry has ever heard of, according to these men.

Nate and Irene Gottlieb and their children dash for Starved Rock to enjoy the long, long Holiday weekends. Alvin and Sol Gottlieb waiting for the time when they make use of that 48 foot Chris Craft "Flipper" down Floridaway where Dave Gottlieb now soaking up sunshine. . . . Paul Huebsch of J. H. Keeney & Co., Inc. advising that, in his estimation, "The New Year looks like one of the best." And with the way the Keeney plant going at this time, looks like Paul is going to be one of the busiest guys 'round this man's town. . . . Phil Weisman and Mike Spagnola two very, very happy guys. Not only are they away over-ordered, as far as AMI phonos concerned, but, are working far in advance and begging for speedier delivery in larger volume. "It's going to be our best year," both Phil and Mike chorus. . . . Pat Buckley reported to be getting ready to pop a real surprise on the trade now that he has had the kind of reports he has long awaited on this new product. . . . Questioned regarding the coming year, all that Eddie and Maurie Ginsburg would say was: "Just have Seeburg keep shipping us more and more phonos. We believe '55 is going to be our greatest year."

HAPPY BIRTHDAY THIS WEEK TO: Pearl Pockrass, Philadelphia, Pa. . . . Robert W. Hunter, Dallas, Tex. . . . Larry Frankel, Rock Island, Ill. . . . Fred Gaunt, Los Angeles, Calif. . . . Morris Marder, Miami Beach, Fla. . . . Albert Mason, Grand Rapids, Mich. . . . Samuel Wolberg, Chicago, Ill. . . . Harry S. Schwartz, Miami, Fla. . . . Clarence E. Potter, O'Neil, Nebr. . . . Herbert H. Weaver, Forest Hills, N. Y. . . . Jack G. Bess, Richmond, Va. . . . Jessie O. Porter, Jackson, Tenn. . . . J. D. Farris, Jr., Vicksburg, Miss. . . . Nicholas J. Fokakis, Hattiesburg, Miss. . . . Chas. L. Cowlshaw, Mobile, Ala. . . . Jules Olshin, Albany, N. Y. . . . Willie Levey, Miami Beach, Fla. . . . Harold Garrett, Schenectady, N. Y. . . . Lots of disturbance out around Skokie and people like Bob Lindelof very sorry and upset over such actions. . . . Stan Levin and Mickey Schaeffer are going to pop with a surprise. Ed Ratajack out on the road somewhere trying to pacify AMI distribs as to why they're not getting today's orders yesterday. . . . Hear Oscar Schultz ain't feeling too well. Hope the report's false.

Ops reported much worried over forthcoming bills and ordinances being readied for hiked license fees all over the nation. Time to put together a "National Tax Council" as urged for so many years by The Cash Box to help ops fight against excessive and inequitable taxation. . . . Marshall Field & Co. featuring Lion TV receiving sets. . . . George A. Miller on his way into town for the MOA Board of Directors meet at the Morrison Hotel. This will be final meeting prior to the MOA convention in March. . . . And so into another year with increased vim, vigor, vitality, optimism and, most of all, faith.

LOADED with Sparkling Player Appeal!

GOTTLIEB'S
flashy, colorful

DIAMOND LILL

- ◆ A-B-C-D rollovers when made, lights kickout holes for replays and super high score
- ◆ Reseting Sequence Nos. 1 to 10 scores points
- ◆ Special rollunders spots numbers
- ◆ Skill horseshoe spots all numbers 10 brilliantly colored diamonds in horseshoe gives terrific flash
- ◆ Mystery rollover awards replays
- ◆ 4 Pop Bumpers
- ◆ 2 Flippers

SEE IT AT YOUR DISTRIBUTOR NOW!

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE. CHICAGO 51, ILL.

for **HEAVYWEIGHT EARNINGS . . .**

WAIT
'til you open up the cash boxes in
Williams
Brand New
GUN GAME!

P.S.—It has a genuine Remington Rifle for Sharp Shooting!

EMPIRE'S NEW YEAR'S SPECIALS

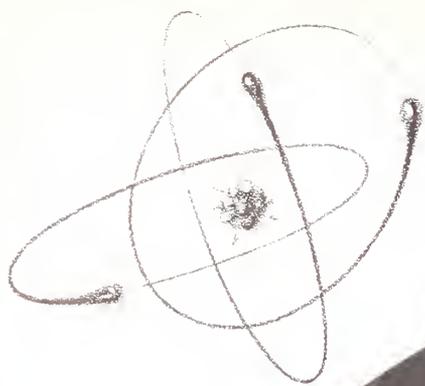
BRAND NEW		RECONDITIONED	
WMS. ALL STAR BASEBALL	\$395	UNITED LEADER SHUFFLE ALLEY	\$325
GENCO 2 PLAYER BASKETBALL	375	UNITEL CASCADE SHUFFLE ALLEY	175
EXHIBIT SHOOTING GALLERY	350	GENCO SHUFFLE POOL	190
EXHIBIT STAR SHOOTING GALLERY	375	BALLY BEACH CLUB	295
SET SHOT BASKETBALL	325	CHI 4 PLAYER DERBY	175
GENCO SILVER CHEST	125	TELEQUIZ & FILM	115

1/2 DEP., BAL. C.O.D. OR S.D.

Empire COIN MACHINE EXCHANGE
1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

AIRMAIL SUBSCRIPTION to THE CASH BOX \$30.

"It's What's in THE CASH BOX That Counts"



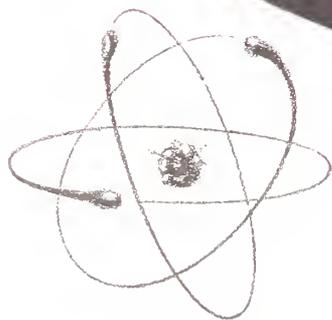
*The Vast, Gay World of
Amusement at Last Makes Welcome
the Great, New Science of Cybernetics*

Amusement, and all entities which thrive and prosper in this essential human activity, has for years been calling, pleading for something new—something to express the great new age of modern invention and efficiency while still clinging to the old time psychological principles that human nature craves and demands. In the new

ELECTRONIC pointmaker

made exclusively by Buckley Manufacturing Company, we at last see Cybernetics, newest of sciences dealing with computation and communication in the animal and the machine, grandly make its entry into the universal field of amusement.

When Cybernetics was born in 1947, no one suspected, least of all the progenitors of the new science, that seven years later its miraculous intricacies would be made available for the enjoyment of the public under the banner of amusement. But today the Electronic Pointmaker delivers such fascinating realization.



BUCKLEY MANUFACTURING CO.

4223 West Lake St., Chicago 24, Ill., U.S.A. • Telephone VAn Buren 6-6533

"THE CASH BOX" CLASSIFIED ADS

The Industry's MARKET PLACE

DURING 1954

THE CASH BOX PUBLISHED

OVER 5,280 CLASSIFIED ADS

(MORE THAN 180,000 WORDS OF COPY)

TO REACH THE INDUSTRY, USE THE INDUSTRY'S MARKET PLACE. "THE CASH BOX" CLASSIFIED ADS ARE A SUPER-MARKET OF PROFITABLE OFFERINGS AND OPPORTUNITIES. EVERYONE TRADING, BUYING OR SELLING READS "THE CASH BOX" CLASSIFIED ADS.

"THE CASH BOX" PUBLISHES MORE CLASSIFIED ADS EACH WEEK THAN ALL OTHER MAGAZINES COMBINED PUBLISH IN A MONTH

WANT

FOR SALE

CHECK OFF WHICH YOU DESIRE

CLASSIFIED AD RATE 10 CENTS PER WORD

Count every word including all words in firm name. Numbers in address count as one word. Minimum ad accepted \$1.00. CASH OR CHECK MUST ACCOMPANY ALL ORDERS FOR CLASSIFIED ADVERTISING. If cash or check is not enclosed with order your classified ad will be held for following issue pending receipt of your check or cash.

Notice to holders of "Special (\$48) Subscription": You are entitled to a free classified ad in each week's issue containing no more than 40 words, which includes your firm name, address and telephone number. All words over 40 will be charged to you at the regular rate of 10c per word. Please count words carefully.

ALL CLASSIFIED ADVERTISING CLOSSES WEDNESDAY NOON AT THE CASH BOX, 26 West 47th Street, New York 36, N. Y.

Use This Convenient Form For Your Classified Ad

START HERE

FIRM _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

TELEPHONE NUMBER _____

ENCLOSE YOUR CHECK—AIRMAIL TO:

THE CASH BOX

26 WEST 47th STREET, NEW YORK 36, N. Y.

CLASSIFIED ADVERTISING SECTION

WANT

WANT—Exhibit Star Shooting Galleries, with low meter readings. Cabinet in good condition. Any quantity. Advise Price. BOX # 334, THE CASH BOX, 26 W. 47th ST., NEW YORK, N. Y.

WANT—New and used records. Highest prices paid for 78's and 45's. No quantity too large or too small. We buy brand new LP's (33 1/3 RPM) in quantity. Write or phone. FIDELITY DISTRIBUTORS, 666 10th AVE., NEW YORK 36. Tel.: JUdson 6-4568.

WANT—Phonograph records made before 1940; any quantity or dealer stock; \$150 to \$300 per thousand; will inspect if required. Some labels wanted are Brunswick; Victor; Vocalion; Paramount; Gennett; Bluebird; Champion. JACOB S. SCHNEIDER, 128 W. 66th STREET, N. Y. C.

WANT—Your used or surplus records all speeds. 45's our specialty. We buy all year round and pay top prices. No lot too large or too small. No more than 10% blues. We pay freight. BEACON SHOPS, 821 NO. MAIN STREET, PROVIDENCE, R. I. Tel.: UNION 1-7500.

WANT—A.M.I. 40 selection Hideaways—.05 & .10 W. B. and Steppers. A.M.I. E-120 phonographs. Seeburg 100 W. B. Late One Ball games. Write stating condition, number, model and prices. THE ST. THOMAS COIN SALES LTD., ST. THOMAS, ONTARIO, CANADA. Tel.: 2648.

WANT—To buy Panorams any quantity. CLEVELAND COIN MACHINE EXCHANGE, INC., 2029-35 PROSPECT AVE., CLEVELAND, OHIO. Tel.: TOWER 1-6715.

WANT—Distressed merchandise for return privileges. Purple label Capitols, Columbias, Coral, Decca, Victor, Mercury, King—78's and 45's—also L.P.'s. Please quote prices, we pay freight. C & L MUSIC CO., 11 BAYBERRY RD., FRANKLIN SQUARE, L. I., N. Y.

WANT—For resale—22 ft. Roekola—American or National Shuffleboards—Late Bingo Games—Shuffle Bowlers—Lee Mfg. Carousel. State best price and condition first letter. STANLEY AMUSEMENT COMPANY, 1523 BROADWAY, TACOMA, WASHINGTON. Tel.: BR. 3663.

WANT—Atlantic Cities \$110; Palm Springs \$325; Ice Frolics \$325; Tahitis \$195.00. Write: PENNSYLVANIA VENDING CORP., 1826 EAST CARSON STREET, PITTSBURGH 3, PENNSYLVANIA.

WANT—45 RPM Records, new or used. No quantity too large or small. Highest prices paid. Write stating quantity on hand. TONY CALGANO, CALGANO DIST. CO., 4142 W. ARMITAGE, CHICAGO 39, ILL. Tel.: Diekens 2-7060.

WANT—Tubes: 2051; 2050; 70L7; 2A4; 2A3; 5V4; 6L6; 6N7; 6L7; 6V6 metal; 6X5 metal. Will pay \$40 a hundred. Must have minimum quantity 50 of a type. Have you other types in quantity? LEWIS ELECTRONICS, 3449 NO. ELAINE PL., CHICAGO, ILL.

WANT—From all over the world! Literature on any machine that takes coins and sells anything—amusement, drinks, Bromos, fortunes, Pocket Books, cigarettes 25 c each, aspirin at 5c each, single band-aids, newspapers. WITHAM ENTERPRISES & ASSOCIATES, 20-22 CUNNINGHAM AVENUE, GLENS FALLS, NEW YORK.

WANT—Northwestern 49's; Challengers; Pike's Peak; Kicker's and Catchers; Weigh Scales or any other penny games or equipment in Canada for resale. Will pay top prices in any quantity. Write, phone or wire. MOCHUK ENTERPRISES, 81 INDIAN ROAD, TORONTO, ONTARIO. Tel.: LO 4722.

WANT—Any quantity post-war Wurlitzer Phonographs, Models 1100, 1250, and 1400. Also Seeburg M100—78 and 45. Wire, write, or phone: BUSH DISTRIBUTING COMPANY, 286 N. W. 29th ST., MIAMI, FLORIDA.

WANT—Mills Panorams—any quantity. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE, WASH. Tel.: GARfield 3585.

WANT—Bingos, late model Shuffle Alleys. For Re-sale. Send list. Have all types of amusement equipment for sale. DAVE LOWY & CO., 592 TENTH AVENUE, NEW YORK, N. Y. Tel.: CHickering 4-510.

WANT—Frolics, Rodeo, Circus, and Showboats, Seeburg, Model BL's C's. FOR SALE—10 3-4-5's. Make offer. NOBRO NOVELTY COMPANY, 538 BRYANT STREET, SAN FRANCISCO 7, CALIF.

WANTED—For Cash, up to 15 Mills Panoram's. Must be in good working condition and good cabinets. Write or call: MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVENUE, CLEVELAND 14, OHIO. Tel.: Superior 1-4600.

CLASSIFIED ADVERTISING SECTION

WANT—For Export. Quantities of the following models: Seeburg M100A; Wurlitzer 1100 and 1250. Telephone collect. DAVIS DISTRIBUTING CORP., 725 WATER ST., SYRACUSE, N. Y. Tel.: SYRacuse 75-5194.

FOR SALE

FOR SALE—2 AMI B's, 2 C's, 2 Steppers, 3-5c boxes, \$900; Bally Beauty \$220; 60—2 col. 1c Peanut and Baked Bean machines, around 15 stands, \$750; 29 Pioneer 5c nut vendors, new \$150. ABC COIN MACHINE COMPANY, 2509 SOUTH PRESA STREET, SAN ANTONIO, TEXAS. Tel.: LE 3-1152.

FOR SALE—"Attention" Wurlitzer 1650 \$495; 1100 \$159.50; 1015 \$74.50; AMI B \$235; Rock-Ola 1422 \$50; 3020 Wallboxes \$7; Exhibit Star Gallery \$395; Coon Hunt late \$295; Bear Gnn \$144.50; Goalee \$49.50; Skygunner \$144.50. Trades accepted. Half deposit. OLSHEIN DISTRIBUTING COMPANY, 1100-03 BROADWAY, ALBANY 4, N. Y. Tel.: 5-0228.

FOR SALE—United Fifth Ave. \$275; United Empire \$210; United Empire converted to Fifth Ave. \$235; Williams Major League \$195; Williams Special DeLuxe Baseball \$125; Williams DeLuxe Baseball \$99. AMERICAN VENDING CO., 2684 CONEY ISLAND AVE., BROOKLYN, N. Y. Tel.: DEwey 2-9602.

FOR SALE—Genco Shuffle Pool \$195; Keeney 10 Player Team Bowler \$165; AMI D-40 \$395; AMI D-80 Chrome \$495; AMI E-120 write. Wurlitzer 1500 \$525. UNITED DISTRIBUTORS, INC., P. O. BOX 1995, 513 E. CENTRAL, WICHITA 2, KANSAS.

FOR SALE—Attention importers of AMI Juke Boxes. All late model AMI D-40's, D-80's, E-80's, E-120's, reconditioned by factory personnel. Guaranteed perfect. Lowest prices. Address inquiries to: SHELDON SALES, INC., 881 MAIN STREET, BUFFALO 3, NEW YORK. Tel.: LIncoln 9106.

FOR SALE—Hi-Speed Super Fast shuffle board wax. 21 one-pound cans per case \$8.50 f.o.b. Dallas, Texas. Sold on money back guarantee. AMI Distributor. STATE MUSIC DISTRIBUTORS, INC., 3100 MAIN ST., DALLAS, TEXAS.

FOR SALE—Seeburg W1-L56 \$4; 47M Seeburg Remote Attachment \$95; Rock-Ola 1422 \$65; Evans Ten Pin \$35; Atlantic City \$125; 5-10-25 Seeburg Boxes \$18; 3020 Wall Boxes \$15; Jennings Scales Low Boy \$30; Universal Twin Bowlers \$30; Skee Alleys \$35; Vendo Coin Changer with Stand \$55; Holly Crane, like new, \$250; 40 Records AMI Stepper \$24.50; AMI 5 & 10 Wall Box \$12; 5c AMI Wall Box \$6; 1500 Wurlitzer \$450; Bright Lights \$65; Coney Islands \$75. H & H MUSIC, 1626 3rd AVENUE, MOLINE, ILLINOIS. Tel.: Moline 4-6703.

FOR SALE—Records!!! 5c over wholesale, any label. Free title strips. Quick service. New accounts, token deposit with order. We also purchase surplus records new unused only. RAYMAR SALES CO., 170-21 JAMAICA AVENUE, JAMAICA 32, N. Y. Tel.: OLYmpic 8-4012, 4013.

FOR SALE—1 Chicago Coin Super Home Run 6 Player Double Coin Chute \$295; 1 Exhibit Sixshooter \$125; 2 Bright Lights \$50 each; Stars \$75; 2 Coney Island \$65 each; 1 Star Series \$60. AUTOMATIC AMUSEMENT COMPANY, 1000 PENNSYLVANIA STREET, EVANSVILLE, INDIANA. Tel.: 3-4508.

FOR SALE—Attention wholesale buyers: AMI E-80's and E-120's, like new. Contact us. Let us know your needs. COPELAND DISTRIBUTORS, 900 NORTH WESTERN, OKLAHOMA CITY, OKLAHOMA. Tel.: FO 5-3456.

FOR SALE—Chi Coin, Basketball Champ \$175.00; Chi Coin, Home Run \$325.00; Seeburg, Coon Hunt \$225.00; Genco Rifle Gallery \$350.00; Genco Sky Gunner \$150.00; Genco Night Fighter \$150.00. UNIVERSITY COIN MACHINE EXCHANGE, 858 NORTH HIGH STREET, COLUMBUS 8, OHIO. Tel.: UIniversity 6900.

FOR SALE—Can you afford 92c per week to get ahead and stay ahead of all competition? For only 92c per week you can have a 40-word ad in this section plus a free full year's (52 weeks) subscription to The Cash Box "The Bible" of the Coin Machine Industry." Send your Check for \$48 today plus your first 40-word ad to: THE CASH BOX, 26 W. 47th ST., NEW YORK 36, N. Y. (Phone JU 6-2640).

FOR SALE—Coin Counters, Coin Sorters, Coin Counting Combinations, Coin Changers, Coin Wrappers, Parts and Supplies. We carry a complete line of these products. GLOBE DISTRIBUTING CO., 1623 N. CALIFORNIA AVE., CHICAGO 47, ILL. Tel.: ARmitage 6-0780.

FOR SALE—Brite Lites \$65.00; Brite Spot \$85.00; Spot Lite \$75.00; Classics \$179.50; Clovers \$164.50; U-10th Fr. Stars \$125.00. ALLIED DISTRIBUTING CO., 786 MILWAUKEE AVE., CHICAGO, ILLINOIS. Tel.: CANal 6-0293-4-5.

FOR SALE—All machines 20% off high CASH BOX prices. Wurlitzer 1015, 1100, 120. Rockolas 1422, 1426. AMI Model C. Seeburgs 146, 147, 100A. Phone STerling 8-7515 or Write: DIXON DISTRIBUTING CORP., P.O. Box 2660, YOUNGSTOWN, OHIO.

FOR SALE—Williams 6-player Baseball \$249; Williams Deluxe Baseball \$99; Genco Night Fighter \$149; Six Shooters \$79; Jet Guns \$99. Shuffle Alleys at lowest prices. Hi-Speed Shuffle Board wax—24 cans per case \$6. WEST SIDE DISTRIBUTING CORP., 612 TENTH AVENUE, NEW YORK, N. Y. Tel.: Circle 6-8464.

CLASSIFIED ADVERTISING SECTION

FOR SALE—ABC \$25; Brite Lites \$50; Lite A Line \$40; Broadway \$75. One-third deposit and balance C.O.D. GOLDEN GATE NOVELTY CO., 701 GOLDEN GATE AVENUE, SAN FRANCISCO 2, CALIF. Tel.: Market 3967.

FOR SALE—Reconditioned, Like New. Yacht Club \$145; Ice Frolics \$365; Surf Clubs \$395; Bally Jets \$425; Hi Fi's converted into Beach Clubs, Write: One Serviceman with 10 thumbs. DONAN DISTRIBUTING COMPANY, 5007 N. KEDZIE, CHICAGO 25, ILL. Tel.: Juniper 8-5211.

FOR SALE—10 cent Operators don't let profit walk out the door. Use General's Two Nickels for dime play Kits. Install in minutes. Watch Revenue increase. Samples \$3.50 each, lots of 10, \$2.95 each. GENERAL DISTRIBUTING COMPANY, 3574 HARDING STREET, CARLSBAD, CALIF. Tel.: OCeanside 5151.

FOR SALE—Used 78 and 45 RPM records. Taken right off our route. Any quantity. Write for price. NATIONAL NOVELTY CO., 183 MERRICK ROAD, MERRICK, L. I., N. Y. Tel.: FReepport 8-6770.

FOR SALE—Bally Beauties, Atlantic Cities, Beach Clubs, Dude Ranches, Palm Springs and HI-FI's, perfect condition, priced at or near lowest levels. Seeburg, AMI, Rockola and Evans Music, 78 and 45 RPM. GORDON STOUT CO., 125 N. MONTGOMERY, PIERRE, S. D. Tel.: 4097.

FOR SALE—Genco Shuffle Pools \$275; Genco Basketballs \$399.50; Victor Hot Pops \$20; Genco Invader Guns \$259.50; Seeburg Shoot-the-Bears \$175. MILLER-NEWMARK DISTRIBUTING CO., 42 FAIRBANKS ST., N.W., GRAND RAPIDS, MICH. Phone 9-8632 and 5743 GRAND RIVER AVE., DETROIT 8, MICH. Tel.: TYler 8-2230.

FOR SALE—Premium merchandise for coin machine prizes. Over 3,000 articles carried in stock. Write for complete wholesale descriptive price list today. (Established 1932.) HASTINGS DISTRIBUTING CO., 6100 BLUEMOUND ROAD, MILWAUKEE 13, WISC. Tel.: Blue-mound 8-7600.

FOR SALE—A-1 mechanical condition Wurlitzer 48 sel phonographs model 1650 @ \$475; 1400 @ \$375; 1250 @ \$239; Wurlitzer 24 sel phonographs model 1080 @ \$95; 1015 @ \$75 750 @ \$49. T & L DISTRIBUTING CO., 1663 CENTRAL PKWY., CINCINNATI 14, OHIO. Tel.: MAin 8751.

FOR SALE—All types used AMI, Wurlitzer and Seeburg equipment. Clean and shopped, or as is. Factory Distributor for Seeburg. DICKSON DISTRIBUTING CO., 631 W. CALIFORNIA, OKLAHOMA CITY, OKLA. Tel.: REgent 6-3691.

FOR SALE—1 Seeburg Sicum Unit, perfect condition, \$250; 2 Genco Sky Gunner, brand new; Ajax Cigarette Machines, brand new, close-out; 1 Poolette Pool Table \$50; 1 Keeney 2-Player Attachment for Shuffleboard. LIEBERMAN MUSIC COMPANY, 257 PLYMOUTH AVE. NORTH, MINNEAPOLIS, MINN.

FOR SALE—Sensational News—12 months to pay for Kiddie Rides. Largest stock in the world of new and used Kiddie Rides. Liberal terms—Trades Accepted. REDD DISTRIBUTING COMPANY, INC., 298 LINCOLN STREET, ALLSTON 34, MASS. Tel.: ALgonquin 4-4040.

FOR SALE—Evans Jubilee \$250.00; Wurlitzer 1015's \$69.50; Wurlitzer 1250's \$250.00; United & Chicago Coin 6 Player \$59.50; Star & 10th Frame \$150.00; Olympics \$225.00. COVEN MUSIC CORP., 3181 NORTH ELSTON AVENUE, CHICAGO, ILL. Tel.: INdependence 3-2210.

FOR SALE—Special. Bally Hi Fis \$319.50; Beach Clubs \$250; Palm Beaches \$99.50; Ice Frolics \$325; United Hawaii's \$285; Williams Dealers \$99.50; Big League Baseball Game \$225; Bally Speed Boat, slightly used, \$295. NEW ORLEANS NOVELTY CO., 115 MAGAZINE STREET, NEW ORLEANS, LA. Tel.: CANal 8318.

FOR SALE—The best buy in used Bally Bingo Games. Just buy one and you will see why you pay a little more and be glad you did. Your money back if not completely satisfied. 1/3 deposit with all orders. Write or call: ALLAN SALES, INC., 937 MARKET ST., WHEELING, W. VA. Tel.: WHEeling 5472.

FOR SALE—Evans Constellation \$225; Shoot the Bear \$145; Keeney DeLuxe Bowler \$125; AMI A, B, C, D and a complete line of United Bingo and Shuffle Alleys. CENTRAL DISTRIBUTORS, 2315 OLIVE ST., ST. LOUIS, MISSOURI. (MAin 1-3511) or 3314 MAIN STREET, KANSAS CITY, MISSOURI (WEStport 3582).

FOR SALE—We will sell or trade all types cigarette machines (thoroughly reconditioned) Colsnac and Vendo Ice Cream Machines and Automatic Popcorn Shoppes for late model juke boxes. BRUCE MUSIC AND VENDING SERVICE, 1602 PIERRE AVENUE, SHREVEPORT, LA.

FOR SALE—To our Canadian Friends: Write for list of 5-Balls and Shuffle Alleys, low prices. Sample: United De Luxe 6-Player Shuffle Alley \$50 and Minstrel Man \$20. WESTERN DISTRIBUTORS, 1226 SW 16th AVE., PORTLAND 5, OREGON. Tel.: Atwater 7565.

FOR SALE—America's finest reconditioned phonographs and music accessories. Everyone of our reconditioned machines guaranteed beautiful condition regardless of price. Tell us what you need. Get our prices before you buy. ANGOTT DISTRIBUTING CO., INC., 2616 PURITAN AVENUE, DETROIT 21, MICH. Tel.: UIniversity 4-0773.

CLASSIFIED ADVERTISING SECTION

FOR SALE—Complete Arcades or a single machine. We have the largest stock of new and reconditioned Arcade Machines in the world. Also parts and supplies. Send for new illustrated catalog. **MIKE MUNVES, 577 TENTH AVENUE, NEW YORK, N. Y. Tel.: CIIckering 4-8628.**

FOR SALE—Bally Bingo Specials; 10 Beach Clubs \$265; 5 Yacht Clubs \$160; 5 Dude Ranch \$295; 4 Palm Springs \$325; Ice Frolics \$325. Also other Bingos and Bowlers. Call or write: **MICKEY ANDERSON, 314 EAST 11th STREET, ERIE, PENN. SYLVANIA. Tel.: 5-7549.**

FOR SALE—A.M.I. Model D-80 \$525; A.M.I. Model C \$300. **W. B. DISTRIBUTORS, INC., 1012 MARKET STREET, ST. LOUIS, MISSOURI. Tel.: CEntral 9292.**

FOR SALE—Rock-Ola 1436, 120 selection; 78 rpm \$425. each; Seeburg 146 \$59. each; 147M \$70.; 148ML \$98.; Wurlitzer 1080 \$65.; 1500 \$450.; AMI two E-120 \$595. each. A-1 condition. 1/3 deposit. **WERTZ MUSIC SUPPLY CO., 1013 E. CARY ST., RICHMOND, VA. Tel.: 7-3021.**

FOR SALE—Reconditioned ready for location. 1400 & 1450 Wurlitzers \$350. each; 1015 Wurlitzer \$79.50; E-120 AMI \$650.; E-40 AMI \$450.; C-40 AMI \$225.; Bear Gun \$150.; Exhibit Jet Gun \$125.; Genco Sky Gunner \$175. All types United Bowlers. Write: **MOUNTAIN DISTRIBUTORS, 3630 DOWNING ST., DENVER, COLORADO.**

FOR SALE—Just released! "I Threw Away A Diamond" (For A Worthless Piece Of Glass) featuring Hank Trotter's Happy Rangers. Dist. Att.: **CROSS COUNTRY RECORDS, 229 OUTWATER LANE, GARFIELD, N.J. Tel.: PR. 9-0182.**

FOR SALE—Army & Navy \$117.50; Spark Plug \$60; Jalopy \$60; Flying High \$99.50; Super Pennant \$275; Star Series \$65; Hayburner \$50; Grand Slam \$90; Cabana \$149.50; Tropic \$174.50; Beach Club \$349.50; Hifi \$465; Beauty \$240; Bright Light \$40. **LAKE CITY AMUSEMENT, INC., 4533 PAYNE AVENUE, CLEVELAND 4, OHIO. Tel.: HEnderson 1-7577.**

FOR SALE—Wurlitzer Bar Boxes 2140's; Wurlitzer Wall Boxes 3020's Steppers and Master units. No reasonable offer refused. **YOUNG DISTRIBUTING, INC., 599 TENTH AVENUE, NEW YORK, N. Y.**

FOR SALE—Contact us before you buy. We carry all types of coin machines. Largest Central Pennsylvania distributor for United, Universal, Chicago Coin, Keeney and Bally. **WILLIAMSPORT ELECTRONIC & TELEVISION CO., 233 W. 3rd STREET, WILLIAMSPORT, PA. Tel.: 2-3326 or 2-1648.**

FOR SALE—This equipment is in good working order and must be sold. Name your own price: Gottlieb's five balls; Guys & Dolls, Cyclone, Happy Go Lucky, Knockout, Hit & Run, Pose Bowl, Joker, Coronation, Happy Days, Four Stars; Genco:—Mercury; Chicago Coin:—Pin Bowler; 27 Rockola 5c Wall Boxes Straight, 22 Rockola 5-10-25c Wall Boxes, 2 Magic Glow 1428, 3 Large Rockola Sneakers; Bally:—3 Turf Kings, 2 Champions, 3 Citations, 1 Jockey Special, 1 Spot Lite, 1 Frolics; 1 Chicago Coin Play Ball, 1 Chicago Coin Hockey; 1—1c Watling Fortune Teller Scale; 1—1c Microscope Punching Rag; 1 H. C. Evans Skill Bowler; 1 Genco Play Ball; 3 Silver King 1c Target Guns; 1 Exhibit 1c Picture Card with stand. One-third down it with order, balance C.O.D. **TRI-STATE AMUSEMENT CO., 149 18th STREET REAR, WHEELING, W. VA. Tel.: WHeeling 649.**

FOR SALE—Reconditioned Phonos—ready for location. Seeburg 146-147-148; Wurlitzer 1015; Rockola 1422-1426; AMI Wallboxes 5c-10c. Write for our low prices. **MUSIC DISTRIBUTORS, INC., 213 FRANKLIN STREET, FAYETTEVILLE, N. C.**

FOR SALE—Finest Bingos—factory reconditioned—like finding \$50 in your pocket. Returnable 3rd day, full refund to protect you. Palm Springs (almost new) \$395; Yacht Clubs (Improved superline frequency) \$205; Palm Beach \$140; Dnde Ranch \$370; Beach Clubs \$345; Atlantic Citys \$130; Leader \$65; Coney Island \$80; Holidays (6 card) \$60; Genco 400's (percentage right) \$65. We want Bingos. Mail your list. **W. E. KENNEY MFG. CO., 5229 S. KEDZIE AVENUE, CHICAGO 32, ILL. Tel.: HEmlack 4-3844.**

FOR SALE—Telequiz Machines, factory reconditioned. Ready for location, \$119.50. 1/3 down, balance C.O.D. We stock all Telequiz parts, also parts and supplies for Jukes, Shuffle and Pin Games. Write for catalog. **CHAMPION DISTRIBUTING CO., 3743 W. GRAND, CHICAGO, ILLINOIS.**

FOR SALE—We have a large stock of reconditioned Five Balls, One Balls, Bingo and Phonos. Write for list. **WESTERHAUS CORPORATION, 3726 KESSEN AVENUE, CINCINNATI, O. Tel.: MOntana 5000-1-2.**

FOR SALE—Ready for location Wurlitzer 1015, 18080 and 1400. Seeburg 146M, 147M, 148ML. Special prices on 3020, 4820 and 3W5L-56 Wall Boxes. Contact **CENTURY DISTRIBUTORS INC., 1221 MAIN ST., BUFFALO 9, N. Y. Tel.: SUmmer 4938.**

FOR SALE—The finest used phonographs in all our history now available for immediate sale. Get our price on any phonograph you want before you buy. **UNITED, INC., 4227 WEST VLIET ST., MILWAUKEE, WIS. Tel.: WEst 3-3224.**

CLASSIFIED ADVERTISING SECTION

FOR SALE—Coin Wrappers, Pop-Open, \$2.50 dimes only, 55c per thousand, thirty thousand to case. Fresh stock, sample mailed on request. **J. ROSENFELD COMPANY, 3220 OLIVE ST., ST. LOUIS 3, MO. Tel.: OLive 2-2800.**

FOR SALE—"Sock-The-Oek" converts "Shoot-The-Bear" into a gun that will top all others in appeal, performance, and take. A complete package \$28.00. **100 SERVICE COMPANY, 2638 OLIVE STREET, ST. LOUIS, MO. Tel.: JEFFerson 1-6531.**

FOR SALE—Wurlitzer Phonographs—Model 1500's—\$475; 1400's—\$375; 1250's—\$195; 1100's—\$175; 1015's—\$70. **O'CONNOR DISTRIBUTORS, INC., 2320 WEST MAIN ST., RICHMOND 20, VA. Tel.: 84-3264.**

FOR SALE—Genco 2 player Basketball \$250; Genco Shuffle Pool \$125; Seeburg Coon Hunt \$450; Chicago Coin's 6 player Home Run \$250; Williams' 6 player Major League Baseball \$250; Williams' 6 player All Star Baseball \$250. **RELIABLE COIN MACHINE CO., 184 WINDSOR STREET, HARTFORD, CONN. Tel.: CHapel 9-6556.**

FOR SALE—Complete line of used phonographs, shuffle games, cigarette machines, all other equipment. Lowest prices. Best merchandise. One letter, wire, or phone call will convince you. Factory Representatives for United, Keeney, Bally. **TARAN DISTRIBUTING, INC., 3401 N. W. 36th STREET, MIAMI 42, FLA. Tel.: 64-4864.**

FOR SALE—Reconditioned phonos—ready for location: AMI A; AMI C; AMI D-40 and D-80; Rock-Ola Fireball 45 rpm; Seeburg M 100A; Wurlitzer 1500. Write for low prices. **RUNYON SALES COMPANY, 593 TENTH AVE., NEW YORK, N. Y. or 221 FRELINGHUYSEN AVE., NEWARK, N. J.**

FOR SALE—All types reconditioned Coin Operated Games available at lowest prices. Write, wire, phone **C. A. ROBINSON & CO., 2301 W. PICO BLVD., LOS ANGELES 6, CALIFORNIA. Tel.: DUnkirk 3-1810.**

FOR SALE—Clover Shuffle Alley \$125; Royal \$225; League \$325. **WANT: Yankee Shuffle Alley and Bally Jets. MOHAWK SKILL GAMES COMPANY, 67 SWAGGERTOWN ROAD, SCHENECTADY 2, N. Y. Tel.: 7-2162.**

FOR SALE—40 Wurlitzer 3020 Wall Boxes \$8 each; 50 Seeburg 5c 3-Wire Wall Boxes \$3 each. Beautiful equipment. 1/3 deposit, balance C.O.D., or Sight Draft. **KOEPEL DISTRIBUTING CO., 629 TENTH AVE., NEW YORK, N. Y. Tel.: Circle 6-8939.**

FOR SALE—Turf Kings \$35; Beach Clubs \$250; Palm Springs \$325; Bally Beauties \$225. **TOLEDO COIN MACHINE EXCHANGE CO., 814-816 SUMMIT ST., TOLEDO, OHIO. Tel. ADams 8624.**

MISCELLANEOUS

NOTICE—Your Seeburg 20 selection wall boxes, wired or wireless, converted to play the first 20 (A & B Program) on all model Seeburg 100s—5 cent Box \$5.00. 5-10-25 \$15.00. Performance guaranteed. **100 SERVICE COMPANY, 2634 OLIVE ST., ST. LOUIS 3, MO. Tel.: NEwstead 6531.**

NOTICE—We are exclusive national and export distributors for the new sensational home non-coin operated juke box "Jukette". Great appeal. Priced low. Write for complete information. **SEACOAST DISTRIBUTORS, INC., 1200 NORTH AVE., ELIZABETH, N. J. (Tel.: BIgelow 3-3524) or 594 TENTH AVE., NEW YORK, N.Y. (Tel.: BRyant 9-4684.)**

NOTICE—Louisiana & Mississippi Operators—your authorized AMI phonograph distributor is **DIXIE COIN MACH. CO., 122 NO. BROAD ST., NEW ORLEANS, LA. Tel.: Magnolia 3931.**

NOTICE—These 3 telephone numbers are important to you: The Cash Box, New York City, Judson 6-2640; The Cash Box, Chicago, Ill., DEarborn 2-0045; The Cash Box, Hollywood, Calif., HOLlywood 5-1702.

NOTICE—Are you having trouble keeping Plexiglass clean on your juke boxes? Our Mecite does the job—16 oz. bottle \$.85. For distributor price and territory, contact **MECCA SERVICE CO., 716 N. 19th ST., EAST ST. LOUIS, ILLINOIS.**

NOTICE—Bingo Operators! Stop service calls caused by balls piling up in Ball Trough. Ball guides easily installed on location in 10 minutes. Specify Bally or United Game. Four Samples \$3.00, \$8.00 per dozen. **MID-WEST MUSIC SERVICE, 819 WEST 2nd ST., WICHITA, KANSAS.**

Notice!

YOU CAN SAFELY SEND DEPOSITS TO ADVERTISERS IN "THE CASH BOX"

Your Deposit Is GUARANTEED

AS LONG as you are a paid up subscriber to 'The Cash Box', at the time you answer any advertisement that appears in 'The Cash Box', where the advertiser requires that you must send a deposit to obtain the merchandise advertised, your deposit up to \$100.00 is guaranteed by 'The Cash Box'. This is "The Cash Box' Free Deposit Insurance Plan". An exclusive and original feature of 'The Cash Box' only. Should you lose your deposit in fraudulent manner immediately write:

THE CASH BOX

26 West 47th Street, New York 36, N. Y.



THIS WEEK'S USED MACHINE QUOTATIONS

16th Year of Publication
796th Consecutive Week's Issue

How To Use "THE CASH BOX PRICE LISTS"

[Also known as the "C. M. I. (Coin Machine Industry) BLUE BOOK" and "The Confidential Price Lists"]

FOREWORD: Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like any true reporter "The Confidential Price Lists" can only feature the market prices as they are quoted. "The Confidential Price Lists" acts exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Confidential Price Lists," rather than show no price, retain the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth \$150.00 whereas someone on the East Coast may think it worth but \$75.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added cost of reconditioning.) "The Confidential Price Lists" reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

METHOD: "The Confidential Price Lists" should be read as follows: First price listed is lowest price quoted for the week; Second price listed is highest price quoted.

FOREIGN BUYERS: To cover cost of packing, crating, shipping, etc., figure an additional \$20 to \$25 on Pin Games—and \$25 to \$30 on Phonographs.

CODE

- 1. Prices UP
- 2. Prices DOWN
- 3. Prices UP and DOWN
- 4. No change from Last Week
- 5. No quotations Last 2 to 4 Weeks
- 6. No quotations 4 Weeks or Longer
- 7. Machines Just Added
- * Great Activity

REGARDING SELLING PRICES

IMPORTANT!

Reports received indicate that, in some cases, purchasers become upset due to the fact that they cannot, many times, buy equipment listed in the lower price brackets. Sometimes sellers of machines listed at from \$10.00 to \$25.00 ask from \$50.00 up to \$75.00 and even more for these very same machines. Purchasers of such equipment must realize that machines in the very low priced categories are much worn to be priced at these low figures. To completely recondition such machines, the reconditioner must add onto his price the cost of transportation to obtain these machines, the labor, parts and supplies needed to recondition the machines, plus the cost of cartons, crates and labor for packing and shipping of the machines, in addition to a decent profit which will, in most cases, raise the price of a \$10.00 to \$20.00 machine to anywhere from \$50.00 to \$75.00 and up. In the case of arcade and kiddie ride machines these may even be higher due to the fact that many of the parts have to be made by hand or contracted for at some machinist shop, since manufacturers of many of the old arcade machines and kiddie rides are no longer in business and it is impossible to obtain parts for reconditioning. Purchasers of such equipment should take these facts into consideration and, at the same time, should also realize that many buyers today have their own repair and reconditioning departments as well as experienced mechanics, such buyers will purchase machines "as is", at prices quoted by the trade at large, and recondition the machines themselves to meet their own operating standards.



LISTED ALPHABETICALLY

AMI

4. Model A, '46, 40 Sel., 78 RPM	129.00	165.00
4. Model B, '48, 40 Sel., 78 RPM	195.00	265.00
4* Model C, '50, 40 Sel., 78 RPM	225.00	300.00
4. Model D-40, '51, 40 Sel., 78 RPM	300.00	395.00
4. Model D-80, '51, 80 Sel., 45 RPM	450.00	525.00
4. Model E-40, '53, 40 Sel., 78 RPM	450.00	595.00
4. Model E-80, '53, 80 Sel., 45 RPM	550.00	725.00
4. Model E-120, '53, 120 Sel., 45 RPM	650.00	785.00
4. WM Wall Box	10.00	12.00
4. SM or SL Stepper	12.00	24.50

EVANS

4. Mills Constellation, '47 Model 951, 40 Sel., 78 RPM	35.00	79.50
--	-------	-------

4. Constellation, '49 Model 135, 40 Sel., 78 RPM	100.00	195.00
4. Jubilee, '52, Model 245, 40 Sel., 45 RPM	200.00	250.00
4. Century, '52, Model 2045, 100 Sel., 45 RPM	300.00	350.00

ROCK-OLA

4. 1422, '46, 20 Sel., 78 RPM	35.00	75.00
4. 1424, '46, Playmaster Hideaway, 20 Sel., 78 RPM	30.00	70.00
4. 1426, '47, 20 Sel., 78 RPM	60.00	125.00
4. 1428, '48, Magic-Glo, 20 Sel., 78 RPM	125.00	175.00
4. 1432, '50, Rocket '50-51, 50 Sel., 78 RPM	200.00	250.00
4. 1432, Same as above, Converted to 45 RPM	225.00	295.00

4. 1434, '51, Rocket '51-52, 50 Sel., 78 RPM	247.50	350.00
4. 1434, Same as above, Converted to 45RPM	295.00	350.00
4. 1436, '52, Fireball, 120 Sel., 45 RPM	337.50	425.00
4. 1436A, '53, Fireball, 120 Sel., 45 RPM	395.00	550.00
6. 1501 Wall Box	3.00	4.50
6. 1502 Bar Box	5.00	7.50
6. 1503 Wall Box	12.50	15.00
6. 1504 Bar Box	8.50	17.50
6. 1510 Bar Box	15.50	20.00
6. 1525 Wall Box	5.00	15.00
6. 1526 Bar Box	15.00	19.50
6. 1530 Wall Box	15.00	25.00
6. 1805 Organ Speaker	24.50	29.00

SEEBURG

4. 146S, '46, Standard, 20 Sel., 78 RPM	35.00	75.00
4. 146M, '46, Master with Remote Attach., 20 Sel., 78 RPM	35.00	100.00
4. 147S, Standard, 20 Sel., 78 RPM	45.00	85.00
1. 147M, '47, Master with Remote Attach., 20 Sel., 78 RPM	49.50	95.00
4. 148S, '48 Standard, 20 Sel., 78 RPM	100.00	150.00
4. 148M, '48 Master with Remote Attach., 20 Sel., 78 RPM	75.00	150.00
4. 148ML, '48, Light Cab. Master with Remote Attach., 20 Sel., 78 RPM	98.00	159.00
1. M100A, '49, 100 Sel., 78 RPM	375.00	475.00
1. M100B, '51, 100 Sel., 45 RPM	525.00	575.00
4. M100BL, '51, 100 Sel., 45 RPM, Light Cab.	550.00	595.00

1. M100C, '53, 100 Sel., 45 RPM	650.00	685.00
4. HF100G, '54, 100 Sel., 45 RPM	725.00	825.00
4. W1-L56 Wall Box 5c	3.00	6.95
2. 3W2 Wall-a-Matic	4.25	10.00
4. W4L-56	19.50	29.00
4. 3W5-L56 Wall Box 5c, 10c, 25c	16.50	24.50
4. W6L-56 5/10/25 Wire-less	16.50	24.50
4. 3W7-L-56	22.50	34.50

WURLITZER

4* 1015, '46, 24 Sel., 78 RPM	50.00	80.00
4. 1080, '46, Colonial, 24 Sel., 78 RPM	50.00	99.00
4. 1080A, '48, Colonial, 24 Sel., 78 RPM	60.00	125.00
4. 1017, '46, Hideaway, 24 Sel., 78 RPM	50.00	100.00
4. 1100, '48, 24 Sel., 78 RPM	125.00	200.00
4. 1250, '50, 48 Sel., 78 RPM	160.00	250.00
4. 1250, '50, (Same as above) Converted to 45 RPM	170.00	250.00
4* 1400, '52, 48 Sel., 78 RPM	325.00	395.00
6. 1400, '52, (Same as above) Converted to 45 RPM	325.00	400.00
1* 1500, '53, 105 Sel., 78 and 45 RPM Inter-mixed	450.00	525.00
4. 2140 Wall Box	3.00	10.95
4. 3020 Wall Box	8.00	15.00
4. 3048 (Conv. of 3020)	15.00	25.00
4. 3031 Wall Box	2.95	5.00
4. 3045 Wall Box	4.00	20.00
4. 4820 Wall Box	20.00	39.50



Manufacturers and date of game's release listed. Code: (B) Bally; (CC) Chicago Coin; (Ex) Exhibit; (Ev) Evans; (Ge) Genco; (Got) Gottlieb; (Ke) Keeney; (Un) United; (Wm) Williams.

4. ABC (Un 3/51)	30.00	50.00
4. Across the Board (Un 9/52)	35.00	50.00
4. Ali Baba (Got 6/48)	15.00	25.00
4. Alice (Got 8/48)	19.50	29.50
4. All Star Basketball (Got 1/52)	20.00	39.00
4. Aquacade (Un 4/49)	10.00	25.00
4. Arabian Knights (Got. 12/53)	170.00	185.00
4. Arcade (Wm 11/51)	45.00	75.00
4. Arizona (Un 4/50)	10.00	25.00
4. Army-Navy (Wm 10/53)	69.50	117.50
4* Atlantic City (B 5/52)	100.00	145.00
4. Baby Face (Un 12/48)	10.00	20.00
4. Banjo (Ex 3/48)	10.00	20.00
4. Bank-A-Ball (Got 5/50)	15.00	25.00
4. Barnacle Bill (Got 8/48)	10.00	20.00
4. Basketball (Got 10/49)	15.00	25.00
2* Beach Club (B 2/53)	225.00	349.00
2* Beauty (B 11/52)	210.00	245.00
4. Be Bop (Ex 3/50)	10.00	20.00
4. Bermuda (CC 11/47)	15.00	20.00
4. Big Hit (CC 7/52)	35.00	50.00
4. Big Top (Ge 2/49)	10.00	20.00
4. Black Gold (Ge 3/49)	10.00	20.00
6. Blue Skies (Un 11/48)	15.00	20.00
4. Bolero (Un 12/51)	45.00	95.00
4. Bomber (CC 3/51)	20.00	25.00
4. Bone Head (Ge 11/48)	10.00	20.00
4. Boston (Wm 5/49)	15.00	29.50
4. Bowling Champ (Got 2/49)	15.00	25.00
4. Bowl League (Got 8/47)	10.00	19.50
2* Bright Lights (B 5/51)	39.50	75.00
2. Bright Spot (B 11/51)	49.50	85.00
4. Broadway (B 6/51)	49.50	75.00
4. Buffalo Bill (Got 5/50)	20.00	30.00
4. Buccaneer (Got 10/48)	10.00	25.00
6. Build Up (Ex 2/48)	10.00	15.00
4. Buttons & Bows (Got 3/49)	15.00	25.00
2* Cabana (Un 3/53)	139.50	185.00
4. Camel Caravan (Ge 6/49)	15.00	30.00
4. Campus (Ex 2/50)	15.00	20.00
4. Canasta (Ge 7/50)	25.00	34.50
4. Caravan (Wm 6/52)	35.00	75.00
6. Carnival (B 7/48)	10.00	20.00
6. Carolina (Un 3/49)	15.00	25.00
6. Caribbean (Un 3/48)	15.00	25.00
4. Champion (B 12/49)	20.00	30.00
4. Champion (CC 6/49)	15.00	20.00
4. Chinatown (Got 10/52)	65.00	95.00
4. Cinderella (Got 3/47)	10.00	25.00
6. Circus (Ex 8/48)	10.00	20.00
4. Circus (Un 8/52)	150.00	175.00
4. Citation (B 10/48)	15.00	35.00
4. C.O.D. (Wm 9/53)	85.00	125.00
4. College Daze (Got 8/49)	10.00	20.00
1* Coney Island (B 9/51)	75.00	90.00
4. Contact (Ex 10/48)	10.00	20.00
4. Control Tower (Wm 3/51)	25.00	35.00
4. Coronation (Got 11/52)	65.00	95.00
4. County Fair (Un 9/51)	30.00	45.00
4. Crazy Ball (CC 7/48)	10.00	20.00
4. Crossroads (Got 5/52)	45.00	75.00
4. Cyclone (Got 5/51)	40.00	85.00
4. Daffy Derby (Wm 8/54)	295.00	339.50
1. Daisy May (Got 7/54)	175.00	235.00
4. Dallas (Wm 2/49)	15.00	29.00
4. Dealer "21" (Wm 2/54)	145.00	175.00
4. De Icer (Wm 11/49)	20.00	39.00
4. Dew Wa Ditty (Wm 6/48)	10.00	29.50
4. Domino (Wm 5/52)	39.50	75.00
4. Double Action (Ge 1/52)	25.00	35.00
4. Double Feature (Got 12/50)	15.00	25.00
4. Dbl. Shuffle (Got 6/49)	15.00	25.00
4. Disk Jockey (Wm 11/52)	45.00	80.00

Simple Proof

that **HORNS** are **ESSENTIAL**
to **TOP QUALITY SOUND**



Make Your Own Test This Easy Way!

1. Take an ordinary paper drinking cup.
2. Hold it lightly and tap the bottom sharply with a pencil.

*HEAR THAT CLEAR, DISTINCT SOUND?
That's because the sides of the cup form a horn.*

3. Now, cut the bottom off the cup.
4. Hold the bottom lightly and tap sharply with your pencil.

Note the loss of sound, the muffled tone. The bottom of the cup is a speaker without a horn.

Try it again with another whole cup. You'll agree that here is simple, convincing proof that

Horns Make the Difference!

Horns make the difference!

Originator of the Automatic Selective Juke Box in 1927
AHEAD THEN — AHEAD NOW

AMI Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark

"It's What's in THE CASH BOX That Counts"



The Cash Box PRICE LISTS

4. Dragonette (Got 6/54)	190.00	215.00
4. Dreamy (Wm 2/50)	15.00	25.00
2* Dude Ranch (B 9/53)	275.00	370.00
4. Eight Ball (Wm 1/52)	45.00	75.00
4. El Paso (Wm 11/48)	10.00	20.00
4. Fairway (Wm 6/53)	79.00	110.00
4. Fighting Irish (CC 11/50)	25.00	35.00
4. Five Star (Univ 5/51)	35.00	60.00
4. Floating Power (Ge 12/48)	10.00	20.00
4. Flying High (Got 2/53)	75.00	110.00
4. Flying Saucers (Ge 12/50)	15.00	30.00
4. Football (CC 8/49)	10.00	25.00
4. Four Corners (Wm 12/52)	45.00	90.00
4. Four Horsemen (Got 9/50)	30.00	40.00
4. "400" (Upright) (Ge 10/52)	55.00	75.00
4. Four Stars (Got 6/52)	50.00	95.00
4. Freshie (Wm 9/49)	15.00	29.50
4* Frolics (B 10/52)	150.00	175.00
4. Futurity (B 3/51)	60.00	95.00
4. Georgia (Wm 7/50)	19.50	35.00
6. Gin Rummy (Got 2/49)	15.00	25.00
6. Gizmo (Wm 8/48)	10.00	20.00
4. Glamour (Got 7/51)	15.00	25.00
6. Glider (Ge 8/49)	10.00	20.00
4. Globe Trotter (Got 11/51)	35.00	75.00
4. Gold Cup (B 4/48)	15.00	45.00
4. Golden Gloves (CC 7/49)	10.00	25.00
4. Golden Nugget (Upright) (Ge 2/53)	50.00	90.00
4. Gold Star (Got 8/54)	225.00	250.00
6. Gondola (Ex 5/49)	10.00	20.00
4. Grand Award (CC 1/49)	10.00	20.00
4. Grand Champion (Wm 8/53)	79.00	99.00
4. Grand Slam (Got 4/53)	65.00	135.00
6. Grand Stand (B 5/50)	20.00	35.00
4. Green Pastures (Got 1/54)	165.00	195.00
4. Gun Club (Wm 11/53)	95.00	125.00
2. Guys-Dolls (Got 5/53)	64.50	125.00
4. Handicap (Wm 6/52)	35.00	45.00
4. Happy Days (Got 7/52)	65.00	105.00
4. Happy-Go-Lucky (Got 3/51)	25.00	45.00
4. Harvest Moon (Got 12/48)	15.00	20.00
4. Harvest Time (Ge 9/50)	15.00	35.00
4. Harvey (Wm 5/51)	15.00	35.00
2. Havana (Un 2/54)	235.00	310.00
4. Hawaii (Un 6/54)	345.00	395.00
4. Hawaiian Beauty (Got 4/54)	180.00	210.00
2. Hayburner (Wm 6/51)	50.00	75.00
4* Hi-Fi (B 6/54)	342.50	465.00
4. Hit Parade (CC 2/51)	10.00	20.00
4. Hit & Runs (Ge 3/51)	15.00	25.00
2. Hit 'N' Run (Got 4/52)	59.50	85.00
4. Holiday (CC 12/48)	10.00	20.00
4. Holiday (Ke 12/51)	49.00	60.00
4. Hong Kong (Wm 9/51)	45.00	80.00
4. Horsefeathers (Wm 1/52)	39.50	69.50
4. Horse Shoe (Wm 12/51)	25.00	40.00
4. Hot Rods (B 7/49)	15.00	25.00
4. Humpty Dumpty (Got 10/47)	10.00	25.00
4* Ice-Frolics (B 1/54)	295.00	375.00
4. Jack 'N' Jill (Got 4/48)	10.00	20.00
4. Jalopy (Wm 8/51)	45.00	75.00
6. Jamboree (Ex 5/48)	10.00	20.00
4. Jeanie (Ex 6/50)	15.00	20.00
4. Jockey Club (Got 4/54)	195.00	210.00
4. Jockey Special (B 11/47)	15.00	45.00
4. Joker (Got 11/50)	15.00	25.00
4. Judy (Ex 7/50)	10.00	20.00
4. Jumping Jacks (Upright) (Ge 12/52)	35.00	90.00
4. Just 21 (Got 1/50)	10.00	24.50
1. K. C. Jones (Got 11/49)	10.00	20.00
1. King Arthur (Got 10/49)	10.00	20.00
4. King Cole (Got 5/48)	10.00	20.00
4. King Pin (CC 12/51)	30.00	69.00
4. Knockout (Got 1/51)	15.00	30.00
4. Lady Robin Hood (Got 1/48)	10.00	25.00
4. Lazy "Q" (Wm 2/54)	109.00	150.00
4. Leaders (Un 10/51)	45.00	85.00
4. Lite-A-Line (Ke 6/52)	35.00	50.00
4. Long Beach (Wm 7/52)	35.00	65.00
4. Lovely Lucy (Got 2/54)	165.00	195.00

4. Lucky Inning (Wm 5/50)	15.00	25.00
4. Lucky Star (Got 5/47)	10.00	20.00
4. Mad. Sq. Garden (Got 6/50)	24.00	49.50
4. Magic (Ex 11/48)	10.00	20.00
4. Majors '49 (CC 2/49)	15.00	25.00
4. Major League Baseball (Un 6/48)	10.00	20.00
6. Manhattan (Un 2/48)	10.00	17.50
4. Majorettes (Wm 4/52)	29.00	45.00
4. Marble Queen (Got 8/53)	95.00	150.00
4. Mardi Gras (Ge 5/48)	10.00	20.00
4. Maryland (Wm 4/49)	10.00	20.00
4. Merry Widow (Ge 6/48)	10.00	20.00
4. Mercury (Ge 3/50)	10.00	29.00
4. Mermaid (Got 6/51)	25.00	39.00
1. Mexico (Un 3/54)	310.00	400.00
2. Minstrel Man (Got 3/51)	20.00	39.00
4. Monterey (Un 5/48)	10.00	20.00
4. Moon Glow (Un 11/48)	10.00	20.00
4. Morocco (Ex 10/48)	15.00	35.00
4. Mystic Marvel (Got 3/54)	185.00	220.00
4. Nevada (Un 8/54)	425.00	450.00
4. Niagara (Got 12/51)	35.00	55.00
4. Nifty (Wm 12/50)	15.00	35.00
4. "9" Sisters (Wm 1/54)	115.00	170.00
4. Oasis (Ex 10/50)	10.00	20.00
4. Oklahoma (Un 5/49)	10.00	20.00
4. Old Faithful (Got 12/49)	15.00	25.00
4. Olympics (Wm 5/52)	45.00	75.00
4. One Two Three (Ge 10/48)	10.00	25.00
4* Palisades (Wm 7/53)	79.00	99.00
4* Palm Beach (B 7/52)	125.00	145.00
4* Palm Springs (B 11/53)	325.00	395.00
4. Paradise (Un 7/48)	10.00	20.00
4. Paratrooper (Wm 8/52)	25.00	35.00
4. Pin Bowler (CC 6/50)	10.00	20.00
4. Pinch Hitter (Un 5/49)	10.00	20.00
4. Pinky (Wm 9/50)	20.00	35.00
4. Pin Wheel (Got 11/53)	125.00	155.00
4. Play Ball (CC 1/51)	20.00	35.00
4. Playland (Ex 8/50)	10.00	20.00
4. Playtime (Ex 8/49)	10.00	20.00
4. Poker Face (Got 9/53)	125.00	150.00
4. Puddin' Head (Ge 10/48)	10.00	20.00
4. Punchy (CC 12/50)	10.00	20.00
4. Quarterback (Wm 10/49)	15.00	35.00
4. Quartet (Got 2/52)	60.00	110.00
4. Queen of Hearts (Got 12/52)	70.00	115.00
4. Quintet (Got 3/53)	79.50	135.00
4. Rag Mop (Wm 10/50)	15.00	35.00
4. Rainbow (Wm 9/48)	10.00	20.00
4. Ramona (Un 2/49)	10.00	20.00
4. Red Shoes (Un 11/50)	20.00	34.50
2. Rio (Un 11/53)	225.00	285.00
4. Rip Snorter (Ge 10/49)	10.00	20.00
4. Rocket (Ge 5/50)	20.00	39.00
4. Rockettes (Got 8/50)	25.00	49.00
4. Rodeo (Un 2/53)	155.00	195.00
4. Rondevo (Un 5/48)	15.00	35.00
4. Rose Bowl (Got 10/51)	35.00	65.00
4. Round Up (Got 11/48)	10.00	25.00
4. St. Louis (Wm 2/49)	25.00	39.00
4. Saddle and Turf (Ev 10/53) (Club Model)	199.50	265.00
6. Sally (CC 10/48)	10.00	20.00
4. Samba (Ex 5/48)	10.00	20.00
4. Saratoga (Wm 10/48)	10.00	20.00
4. Screamo (Wm 4/54)	150.00	185.00
4. Screwball (Ge 8/48)	10.00	20.00
4. Sea Jockey (Wm 11/51)	24.50	50.00
4. Sea Isle (CC 11/47)	10.00	20.00
4. Select-A-Card (Got 4/50)	10.00	20.00
4. Serenade (Un 11/48)	10.00	20.00
4. Shanghai (CC 4/48)	20.00	34.50
4. Shantytown (Ex 10/49)	20.00	39.00
4. Sharpshooter (Got 5/49)	10.00	25.00
4. Shindig (Got 10/53)	120.00	150.00
4. Shoo Shoo (Wm 2/51)	19.50	29.50
6. Short Stop (Ex 7/48)	10.00	20.00
4. Shoot the Moon (Wm 11/51)	20.00	55.00
4. Show Boat (Un 1/49)	10.00	20.00
4. Show Boat (Un 12/52)	150.00	175.00
4. Silver Chest (Upright) (Ge 4/53)	50.00	95.00
4. Silver Skates (Wm 2/53)	59.00	85.00
4. Singapore (Un 11/47)	10.00	20.00
4. Skill Pool (Got 8/52)	54.50	75.00
4. Slurfast (Wm 3/52)	34.50	55.00
6. Snooks (Wm 6/51)	15.00	22.50
4. South Pacific (Ge 2/50)	20.00	39.00
4. Spark Plugs (Wm 9/51)	49.50	75.00

4. Speedway (Wm 9/48)	10.00	20.00
4. Spot Bowler (Got 10/50)	15.00	35.00
4* Spot-Lite (B 1/52)	69.50	100.00
4. Sportsman (Ge 2/51)	10.00	20.00
4. Sportsman (Wm 2/52)	30.00	35.00
4. Springtime (Ge 3/52)	20.00	34.50
6. Stage Door Canteen (Got 11/45)	10.00	20.00
4. Stardust (Un 5/48)	20.00	34.50
4. Stars (Un 6/52)	50.00	95.00
4. Starlight (Wm 3/53)	50.00	75.00
4. Steeple Chase (Un 1/52)	35.00	65.00
4. Stop & Go (Ge 3/51)	15.00	25.00
6. Stormy (Wm 1/48)	10.00	20.00
4. Struggle Buggies (Wm 12/53)	115.00	145.00
4. Summertime (Un 9/48)	15.00	25.00
4. Sunny (Wm 12/47)	10.00	20.00
2. Sunshine Park (B 12/52)	49.50	85.00
4. Super Hockey (CC 4/49)	20.00	34.50
4* Surf Club (B 3/54)	365.00	450.00
4. Sweepstakes (Wm 1/52)	75.00	95.00
4. Sweetheart (Wm 5/50)	20.00	35.00
4. Tahiti (CC 10/49)	20.00	34.50
4. Tahiti (Un 8/53)	185.00	240.00
4. Tampico (Un 6/49)	10.00	20.00
4. Telecard (Got 1/49)	10.00	25.00
4. Tennessee (Wm 2/48)	10.00	20.00
4. Thing (CC 2/51)	15.00	35.00
4. Three Feathers (Ge 5/49)	10.00	25.00

4. Three Four Five (Un 6/51)	25.00	50.00
4. Three Musketeers (Got 7/49)	15.00	35.00
4. Thrill (CC 9/48)	10.00	20.00
4. Times Square (Wm 4/53)	65.00	90.00
4. Touchdown (Un 1/52)	15.00	25.00
4. Trade Winds (Ge 3/48)	10.00	20.00
6. Treasure Chest (Ex 12/47)	10.00	20.00
4. Trinidad (CC 3/48)	10.00	20.00
4. Triple Action (Ge 1/48)	10.00	20.00
4. Triplets (Got 7/50)	15.00	29.50
4. TriScore (Ge 1/51)	20.00	39.00
4. Trophy (B 4/48)	15.00	30.00
6. Tropicana (Un 1/48)	10.00	20.00
4* Tropics (Un 7/53)	174.50	225.00
4. Tucson (Wm 1/49)	10.00	29.00
4. Tumbleweed (Ex 8/49)	15.00	35.00
4. Turf King (B 6/50)	15.00	45.00
4. Twenty Grand (Wm 12/52)	49.50	95.00
4. Utah (Un 7/49)	10.00	20.00
4. Vanities (Ex 2/47)	10.00	19.50
4. Virginia (Wm 3/48)	10.00	12.50
4. Watch My Line (Got 9/51)	15.00	35.00
4. Whizz Kids (CC 3/52)	20.00	40.00
4. Wild West (Got 8/51)	40.00	60.00
4. Winner (Univ.)	20.00	45.00
4. Wisconsin (Un 3/48)	10.00	20.00
4* Yacht Club (B 6/53)	135.00	205.00
4. Yanks (Wm 4/48)	10.00	20.00
4. Zingo (Un 10/51)	20.00	40.00



4. Bally Shuffle Bowler (9/49)	15.00	20.00
6. Bally Speed Bowler (2/50)	15.00	20.00
6. Bally Shuffle Champ (4/50)	20.00	30.00
4. Bally Hook Bowler (11/50)	20.00	45.00
4. Bally Baseball (5/51)	35.00	45.00
4. Bally Shuffle Line (7/51)	25.00	50.00
4. Bally Victory Bowler (5/54)	325.00	400.00
4. Bally Champion Bowler (5/54)	350.00	425.00
4. ChiCoin Bowling Alley (11/49)	25.00	55.00
4. ChiCoin Shuffle Baseball (4/50)	25.00	50.00
4. ChiCoin Bowling Classic (5/50)	20.00	35.00
4. ChiCoin Pin Bowler (6/50)	20.00	30.00
4. ChiCoin Trophy Bowl (7/50)	20.00	35.00
4. ChiCoin Ace Bowler, F.P. (8/50)	25.00	35.00
4. ChiCoin Pin Lite (9/50)	25.00	30.00
4. ChiCoin Horse-Shoes (5/51)	35.00	75.00
4. ChiCoin 6-Player (8/51)	45.00	95.00
4. ChiCoin 6-Player DeLuxe (5/52)	85.00	100.00
4. ChiCoin Match Bowler (6/52)	95.00	125.00
4. ChiCoin Bowl-A-Ball (10/52)	95.00	135.00
4. ChiCoin Match Bowl-A-Ball (11/52)	100.00	150.00
4. ChiCoin 10th Frame Special (12/52)	99.50	150.00
4. ChiCoin Name Bowler (1/53)	124.00	165.00
4. ChiCoin 10th Frame Double Score Bowler (3/53)	140.00	195.00
4* ChiCoin Crown (4/53)	165.00	210.00
6. ChiCoin Crown, Giant Pins (4/53)	225.00	295.00
1* ChiCoin Triple Score (6/53)	175.00	245.00
2. ChiCoin Gold Cup (7/53)	225.00	275.00
4. ChiCoin High Speed Crown (7/53)	150.00	300.00
4. ChiCoin High Speed Triple Score (8/53)	295.00	375.00
4. ChiCoin Advance (10/53)	275.00	350.00

4. ChiCoin King (10/53)	300.00	370.00
4. ChiCoin Criss Cross Bowler (12/53)	300.00	395.00
4. ChiCoin Super Frame (3/54)	300.00	395.00
4. Exhibit Strike (6/51)	20.00	30.00
4. Exhibit Twin Rotation (5/52)	65.00	95.00
4. Genco Bowling League (11/49)	15.00	20.00
4. Genco Baseball (5/50)	15.00	20.00
4. Genco Shuffle Target (7/51)	15.00	20.00
4. Genco 8-Player Rebound (9/51)	25.00	35.00
4. Genco Shuffle Pool (11/53)	125.00	215.00
4. Genco Match Pool (2/54)	225.00	300.00
4. Gottlieb Bowlette (3/50)	15.00	29.50
4. Keeney Pin Boy (11/49)	15.00	20.00
4. Keeney Ten Pins (1/50)	15.00	20.00
4. Keeney ABC (2/50)	15.00	20.00
4. Keeney Lucky Strike (4/50)	20.00	30.00
4. Keeney King Pin (4/50)	20.00	30.00
4. Keeney Bowling Champ (4/50)	20.00	30.00
4. Keeney Duck Pins (6/50)	20.00	30.00
4. Keeney Double Bowler (8/50)	25.00	35.00
1. Keeney League (8/50)	25.00	50.00
4. Keeney 4-Way Bowler Attachment (12/50)	40.00	75.00
4. Keeney Big League (5/51)	35.00	65.00
4. Keeney 6-Player League (9/51)	45.00	95.00
4. Keeney DeLuxe League		



4. Rock-Ola Shuffle Jungle (5/50)	20.00	30.00
4. United Shuffle Skill (6/49)	15.00	20.00
4. United Shuffle Alley (9/49)	15.00	20.00
4. United Super Shuffle Alley (1/50)	20.00	30.00
4. United Double Shuffle Alley (2/50)	20.00	30.00
4. United Shuffle Alley Express (3/50)	20.00	30.00
4. United Shuffle Slugger (6/50)	20.00	30.00
4. United 2-Player Express (6/50)	25.00	35.00
4. United Twin Shuffle Alley (7/50)	25.00	35.00
4. United Rebound (8/50)	30.00	39.50
4. United 4-Player Rebound (9/50)	35.00	60.00
4. United Twin Shuffle-cade (12/50)	35.00	60.00
4. United 5-Player (1/51)	45.00	75.00
4. United 6-Player	50.00	75.00
2. United DeLuxe 6-Player (10/51)	50.00	85.00
4. United 6-Player Super (3/52)	60.00	115.00
4. United 4-Player Official (5/52)	75.00	135.00
4. United 6-Player Star (7/52)	95.00	140.00
4* United 10th Frame Star (9/52)	125.00	150.00
4. United Manhattan 10th Frame (9/52)	125.00	150.00
4. United 10th Frame Super (10/52)	125.00	145.00

4. United Manhattan (9/52)	115.00	140.00
3* United Cascade (2/53)	139.50	165.00
2* United Clover (2/53)	125.00	175.00
4. United Liberty (2/53)	105.00	175.00
4* United Classic (6/53)	179.50	210.00
4* United Olympic (6/53)	175.00	225.00
1* United Royal (9/53)	225.00	310.00
1. United Imperial (9/53)	245.00	320.00
4. United Chief (11/53)	325.00	360.00
2. United Leader (11/53)	295.00	370.00
1. United Team (1/54)	325.00	355.00
4. United DeLuxe Team (1/54)	325.00	350.00
4. United League (1/54)	295.00	395.00
4. United Ace (Un 5/54)	375.00	425.00
7. United Rainbow (5/54)	375.00	425.00
1. United Banner (8/54)	425.00	435.00
7. United Shuffle Targette (8/54)	445.00	460.00
4. Universal Twin (1/50)	15.00	35.00
4. Universal Super Twin (3/50)	30.00	40.00
4. Universal DeLuxe Twin (10/50)	30.00	40.00
4. Universal High Score (10/50)	30.00	40.00
4. Universal Bowlomatic (3/51)	30.00	40.00
4. Williams Twin Shuffle (12/49)	20.00	34.50
4. Williams Twin Shuffle (9 1/2') (2/50)	20.00	30.00
4. Williams Bowler (9 1/2') (3/50)	25.00	30.00
4. Williams Double Header (7/50)	20.00	45.00
4. Williams 5-Player Bowler (6/51)	20.00	30.00

Manufacturers New Equipment

Products listed here are currently in production. Prices are manufacturers' list prices, F.O.B. factory.

AMI, INCORPORATED	
F-120 Juke Box (Receiver included)	\$1,095.00
F-80 Juke Box (Receiver NOT included)	935.00
F-40 Juke Box (Receiver NOT included)	835.00
HS-80 Selective Hideaway	795.00
HS-120 Selective Hideaway	895.00
W-80 Wall Box	89.50
W-120 Wall Box	99.00
S-80 Receiver	60.00
S-120 Receiver	65.00
Wall Speaker	44.50
Corner Speaker	64.50
Recessed Speaker	49.50
R-167 Bargrip	12.75

AUTO-PHOTO CO.	
Auto-Photo	\$2,545.00

BALLY MFG. CO.	
Champion	\$ 795.00
Big-Time	760.00
Moon-Ride	995.00
Magic Bowler (with Match Feature)	755.00
Model Magic-110, 10c a play, 3 plays for 25c	775.00
Mystic Bowler (without Match Feature)	710.00
Model Mystic-110, 10c a play, 3 plays for 25c	730.00

CHICAGO COIN	
Thunderbolt Bowler (With Match Feature) Single Chute	\$ 750.00
Double Chute Model Fireball Bowler (Without Match Feature) Single Chute	770.00
Double Chute	\$ 685.00
705.00	
EXHIBIT SUPPLY	
Sportland Moving Target Shooting Gallery	\$ 645.00
Junior Jet Ride	395.00
Big Bronco	997.50
Roy Rogers' Trigger	1,047.50
Rudolph The Red Nosed Reindeer	725.00
Rudolph The Red Nosed Reindeer With Music	775.00
Pete The Rabbit	725.00
Pete The Rabbit With Music	775.00
Twin Pete The Rabbit	725.00
Rawhide	725.00
Space Patrol, New Style	1,047.50
Sea Skate	1,047.50
Vacumatic Card Vendor	221.50

GENCO MFG. & SALES CO.	
Big Top Rifle Gallery (With Match Score and Free Play Feature)	\$ 675.00

D. GOTTLIEB & CO.	
Super Jumbo (With Match Score and Free Play Feature)	\$ 595.50
Diamond Lill	392.50

INTERNATIONAL MUTO. CORP.	
Drive Yourself (new Drivemobile)	\$ 795.00
Photomat '54	2,150.00
3-D Art Parade, 10-show model	495.00
3-D Art Parade, 6 show model	395.00
Universal Post Card Vendor	60.00

J. H. KEENEY & CO., INC.	
DeLuxe Sportsman (With Match Feature)	\$ 690.00
Sportsman (Without Match Feature)	665.00
American Bowler With Match Feature	
Single Chute	690.00
Double Chute	710.00
National Bowler (Without Match Feature)	
Single Chute	650.00
Double Chute	670.00
Electric Cigarette Vendor	284.50
Coin Changer Model	304.50

ROCK-OLA MFG. CORP.	
Model 1446 Hi-Fi Phono, 120 Selection, 45 RPM Only	
Model 1440 "Comet Fireball" Playmaster, 120 Selection, 45 RPM Only	
Model 1442, Hi-Fi, 50 Selections, 45 RPM Only	
Model 1546 Chrome Wall Box, 120 Selections	
Model 1548, 50 Selection Wall Box	
Model 1550, 20 Selection Wall Box	
Model 1613, 8" Blonde Wall Speaker	
Model 1614, 8" Mahogany Wall Speaker	
Model 1906, Remote Volume Control	

J. P. SEEBURG CORP.	
HF-100-R	
3W-1 Wall-O-Matic "100"	
MRVC-1 Master Remote Volume Control	
CVS4-8-8" Wall Speaker Ivory (Teardrop)	
CVS6-8-8" Recessed Speaker	
CVS7-12-12" Recessed Speaker	
PS6-1Z Power Supply	
ARA1-L6 Auxiliary Remote Amplifier	
AVC-1 Automatic Volume Compensator Unit	

UNITED MFG. CO.	
DeLuxe Mercury Shuffle Alley (With Match Feature) Regular Model, 10c play	\$ 735.00
Special Model, 10c, 3 for 25c	755.00
Mercury Shuffle Alley (With Match Feature) Regular Model, 10c play	705.00
Special Model, 10c, 3 for 25c	725.00
De Luxe 11th Frame Shuffle Alley (With Match Feature) Regular Model, 10c play	\$ 710.00
Special Model, 10c, 3 for 25c	730.00
11th Frame Shuffle Alley (Without Match Feature) Regular Model, 10c play	685.00
Special Model, 10c, 3 for 25c	705.00
De Luxe Carnival Gun (With Match Feature) Single Chute	700.00
Double Chute	720.00
Carnival Gun (Without Match Feature) Single Chute	675.00
Double Chute	695.00
De Luxe Comet Shuffle-Targette (With Match Feature) Regular Model, 10c play	710.00
Special Model, 10c, 3 for 25c	730.00
Comet Shuffle-Targette Regular Model, 10c play	685.00
Special Model, 10c, 3 for 25c	705.00
Singapore	725.00

WILLIAMS MFG. CO.	
Jet Fighter (Without Match or Free Play Features)	\$ 650.00
Super Jet Fighter (With Match and Free Play Features)	675.00
Lulu	389.50

THE RUDOLPH WURLITZER CO.	
Model "1700" Phonograph	
Model "1600-A" Phonograph	
Model "1650-A" Phonograph	
Model 5112-12" Concealed Speaker Hi-Fi	
Model 5112-8" Wall Speaker Hi-Fi	
Model 5205 5c-10c-25c Wall Box 3 Wire (104 Selections)	
Model 5206 5c-10c-25c Wall Box 4 Wire (48 Selections)	
Model 4851 5c-10c-25c Wall Box (48 Selections)	
Model 5204 5c-10c-25c Wall Box (104 Selections)	
Model 5100 8" Speaker	
Model 5110 12" DeLuxe Speaker	



4. ABT 6 Gun Rifle Range	550.00	650.00
4. Boomerang	25.00	45.00
4. Bally Big Inning	79.50	150.00
4. Bally Bowler	20.00	30.00
4. Bally Convoy	39.50	59.50
4. Bally Defender	59.50	125.00
4. Bally Eagle Eye	39.50	49.50
4. Bally Heavy Hitter	35.00	60.00
4. Bally King Pin	20.00	35.00
4. Bally Lucky Strike	25.00	40.00
4. Bally Rapid Fire	95.00	125.00
6. Bally Sky Battle	39.50	85.00
6. Bally Torpedo	49.50	85.00
4. Bally Undersea Raider	64.50	125.00
6. Bank Ball	35.00	45.00
1. Champion Hockey	35.00	55.00
2. ChiCoin Basketball Champ	95.00	175.00
4. ChiCoin 4-Player Derby	100.00	195.00
1. ChiCoin Goalee	75.00	100.00
4. ChiCoin Hockey	55.00	75.00
1. ChiCoin Midget Skee	65.00	175.00
4. ChiCoin Pistol	75.00	95.00
6. ChiCoin Roll-A-Score	29.50	75.00
4. Chi Coin Home Run, 6 Player (3/54)	250.00	375.00
4. Edelco Pool Table	20.00	75.00
4. Evans Bat-A-Score	130.00	165.00
4. Evans Bola-Score	79.50	89.50
4. Evans Ski Roll	35.00	95.00
4. Evans Super Bomber	100.00	210.00
4. Evans Play Ball	65.00	75.00
4. Evans Ten Strike '46	20.00	65.00
4. Evans Tommy Gun	39.50	95.00
1. Exhibit Dale Gun	45.00	65.00
4. Exhibit Gun Patrol	105.00	175.00
4* Exhibit Jet Gun	99.00	195.00
4. Exhibit Space Gun	89.50	145.00
4. Exhibit Pony Express	85.00	135.00
4. Exhibit Silver Bullets	75.00	115.00
4* Exhibit Six Shooter	79.00	135.00
4. Exhibit Vitalizer	45.00	75.00
1* Exhibit Shooting Gallery	250.00	365.00
6. Groetchen Met. Typer	79.50	149.50
1* Genco Sky Gunner	165.00	195.00
2. Genco Night Fighter	149.00	225.00
4. Genco Basketball	250.00	399.50
7. Genco Rifle Gallery (6/54)	375.00	525.00
6. Irish Poker	50.00	65.00
1. Jack Rabbit	50.00	99.50
4. Jungle Joe	49.50	69.50
4. Keeney Air Raider	90.00	145.00
4. Keeney Anti Aircraft B1	15.00	35.00
4. Keeney Sub Gun	75.00	95.00
4. Keeney Texas Leaguer	25.00	50.00
4. Kirk Night Bomber	75.00	150.00
4. Lite League	49.50	99.50

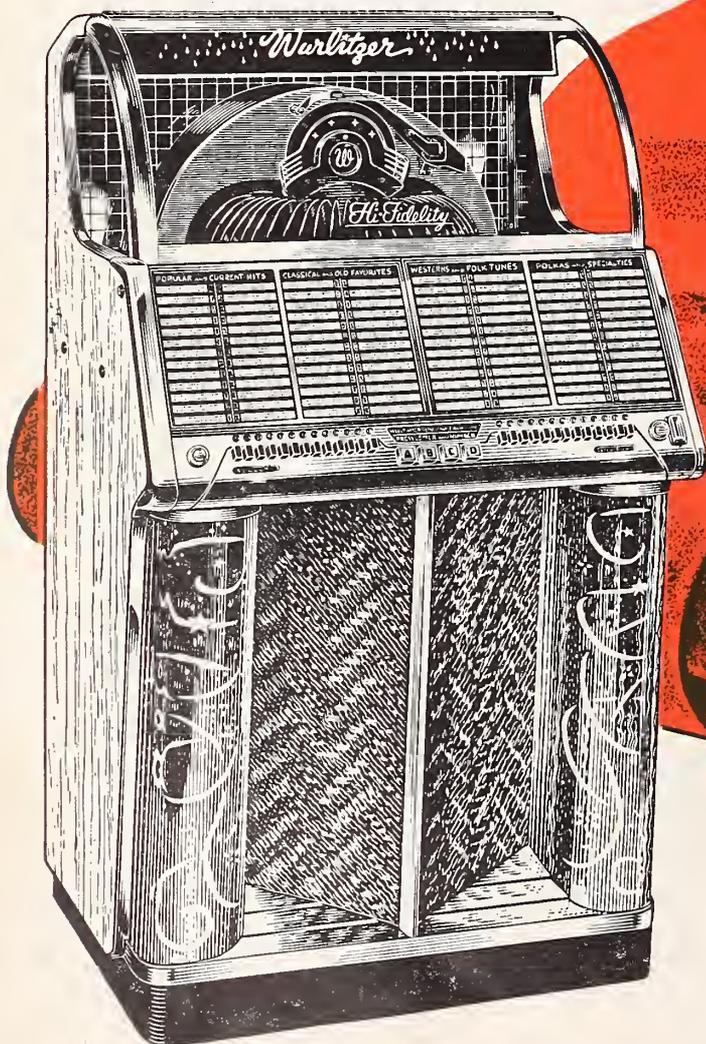
4. Mills Panoram Peek	159.00	275.00
6. Mills Conv. for Panoram Peek	10.00	29.50
4. Muto. Atomic Bomber	125.00	195.00
4. Mutos. Ace Bombers	100.00	195.00
4. Mutoscope Dr. Mobile (Prewar)	95.00	195.00
4. Mutos. Fly. Saucers	90.00	160.00
4. Mutos. Phto. (Pre-War)	150.00	250.00
1. Mutos. Photomatic (DeLuxe)	350.00	595.00
4. Mustscope Silver Gloves	125.00	200.00
4. Mutoscope Sky Fighter	125.00	195.00
4. Mutos. Voice-O-Graph 35c	405.00	545.00
4. Periscope	69.50	99.50
4. QT Pool Table	65.00	85.00
4. Quizzer	60.00	95.00
6. Rockola Ten Pins HD	20.00	40.00
4. Rockola World Series	20.00	40.00
2. Scientific Baseball	35.00	75.00
4. Scientific Basketball	20.00	75.00
4. Scientific Bating Pr.	65.00	89.50
4. Scientific Pitch 'Em	145.00	185.00
1* Seeburg Bear Gun	150.00	195.00
4. Seeburg Chicken Sam	69.50	110.00
4. Seeburg Shoot the Chute	49.50	95.00
2. Seeburg Coon Hunt	295.00	450.00
4. Set Shot Basketball	200.00	250.00
2. Telequiz	119.50	150.00
4. Un. Team Hockey	30.00	85.00
4. United Jungle Gun	350.00	425.00
4. United DeLuxe Jungle Gun	395.00	495.00
4. Western Baseball '39	75.00	95.00
4. Western Baseball '40	95.00	125.00
4. Wilcox-Gay Recordio	40.00	75.00
4. Williams All Stars	35.00	75.00
4. Williams Box Score	39.50	75.00
4. Williams Star Series	40.00	90.00
4. Williams DeLuxe World Series	40.00	90.00
4. Williams Super World Series	95.00	165.00
4. Williams Quaterback	25.00	75.00
2. Williams DeLuxe Baseball	99.50	175.00
4. Williams Pennant Baseball	175.00	250.00
4. Williams Super Pennant Baseball (1/54)	155.00	275.00
6. Williams Super Star Baseball (1/54)	325.00	395.00
4. Williams Major League Baseball (4/54)	250.00	375.00
4. Williams All Star Baseball (5/54)	250.00	350.00
1. Williams Big League Baseball (6/54)	255.00	375.00
4. Wurlitzer Skee-ball	35.00	150.00

They really ROLL OUT the RED CARPET for this Wurlitzer



All year long the location reception of the high earning Wurlitzer 1700 has been terrific—and it continues at the same sensational pace.

Add up its features and you'll know why. No other phonograph offers so much in eye-arresting beauty, ear-pleasing high fidelity tone and operator-satisfying freedom from service. It all sums up to the reason for Wurlitzer fame—higher earnings.

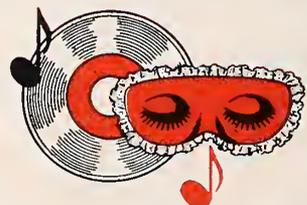


**SEE IT - HEAR IT - BUY IT
AT YOUR WURLITZER DISTRIBUTOR**

THE HIGH EARNING, HIGH FIDELITY

Wurlitzer
1700HF

**TAKES THE MASK
OFF THE MUSIC**



THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK
Established 1856